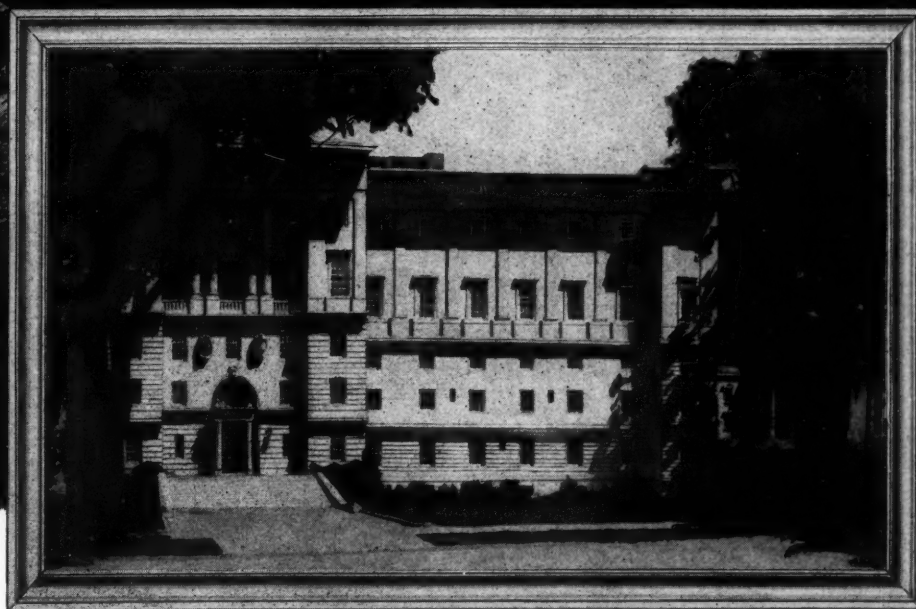


# *The* NATIONAL UNDERWRITER

*Life Insurance Edition*

*SOLID AS THE GRANITE HILLS*  
*of* VERMONT!



**A**ges before canoe and oxcart brought the first pioneers into Vermont, the hills were there—standing guard over fertile valleys and upland forests. And it was natural that the men who founded the National Life should look first to the hills of their homeland for inspiration. In their rugged strength—their enduring dependability, they saw the symbol of their infant company.

It is this special character, we feel, that for almost a century has drawn men and women in ever-increasing numbers to entrust their future security to the National Life.

NATIONAL LIFE INSURANCE COMPANY ★ HOME OFFICE VERMONT  
MONTPELIER

*Purely Mutual • Established 1850*

FRIDAY, OCTOBER 17, 1947

## Heading for Sunshine . . .

*"Today, as I leave this office for the last time, my wife and I step confidently ahead into sunshine . . . sunshine which will ripen fully the fruits of all these years. Today, we start a new and better life . . . while we can still enjoy it fully. Today, for the first time, I realize how right I was to set aside a portion of my income for the retirement plan which is now our 'ticket to independent sunset years'."*

1 1 1 1

Of all things which can be bought and sold—independence for retirement is most universally desired. This is part of the stock in trade in life insurance underwriting . . . a business unsurpassed for deep personal gratification and steady growth toward success.



**ÆTNA LIFE INSURANCE COMPANY**

*Affiliates: Ætna Casualty and Surety Company*

*Automobile Insurance Company • Standard Fire Insurance Company*

**HARTFORD 15, CONNECTICUT**



## Officials, Industry Compromise Views on Term Riders

### Group Definition Assailed at Chicago N. A. I. C. Hearing

The outstanding play at the open meeting of the life insurance committee of N.A.I.C. at Chicago took place in the closing minutes when a group of industry representatives were apparently able to modify a section in the report of the committee on standard non-forfeiture and valuation laws which would have, in the words of Ronald G. Staggs, president of Northwestern National, "virtually eliminated the term rider."

The non-forfeiture report was presented at the end of the session to the life committee for approval. It interpreted the term rider which decreases once at the end of the term and is the usual form taken by the family income rider as not being a decreasing term rider within the spirit of the standard non-forfeiture law. Combined with another policy it would therefore require extra non-forfeiture values. The industry representatives present argued that this would be virtually impossible except for the companies which are using such high cash values that they are enough above the minimum to give them tolerance for the term riders.

Russell O. Hooker, Connecticut department actuary, and chairman of the non-forfeiture committee, stated that this was the way his committee had voted unanimously and that the matter would stand until the December meeting of the commissioners at which time the industry could reopen the matter. Alfred N. Guertin, actuary of American Life Convention, rose to say that the December meeting would be too late because the policies and rate books of the companies must go out before December and any decision then by the commissioners would be purely academic.

Mr. Guertin said the reason that the industry people were so anxious that the original Hooker committee report on decreasing term not go out is because "the committee wields great power and the report will influence departments all over the country."

### Reach Apparent Compromise

The net result of the last minute efforts apparently was to effect a compromise in which the company men were able to put across most of their points. Agreement was reportedly reached behind the scenes after the meeting was over. A revised report of the Hooker committee on irregularly decreasing term riders and supplementary policy provisions is expected to be sent out to the departments soon.

The argument hinged around section 6, paragraph D of the standard non-forfeiture law which provides that decreasing term insurance may be combined with another policy as a rider, and will require no extra values. To take advantage of this, many of the non-participating companies had prepared family income riders which drop once, at the end of the term. The interpretation by the Hooker committee of such riders would have thrown out this exemption for the family income. It would have put this rider in the status of a level term policy, for which no values are

(CONTINUED ON PAGE 19)

## Much Interest in Jenkins, Anderson A. L. C. Talks

### Northwestern National Executive Stresses Market Research Need

The talk which Vice-president W. R. Jenkins of Northwestern National Life gave at the agency section of the American Life Convention on the need for market research to avert wasteful expansion of agency operations has created widespread interest and stirred much thoughtful discussion. It was reported in condensed form in last week's issue.

Selection, training and supervision of agents is not enough, said Mr. Jenkins. There must be enough of the right kind of prospects for them to work on, for, he said, "I know of no better way to impoverish and drive out of the business a good, well-selected, and well-trained man than to dump too many men of the same kind into his market to compete with him."

### Other Businesses Have Clear Margins

Mr. Jenkins pointed out that in most lines of business where margins are perfectly clear and are not based upon a variety of future assumptions, factors of cost would have stepped in and controlled more sharply the seven-year prewar period of attempted expansion working against a stagnant market.

"In the automobile business, the chain store business, and in other fields the stagnant period of the '30's certainly was not characterized by vast expenditures in setting up new outlets to compete with their already established but struggling outlets," he said. "Their controls from a cost angle are immediate and sharp. Ours are not. But we should be most eager to find and adopt such other statistical controls as can be devised for governing the expansion and development of our agency field activity on a national and on a local level—particularly since we know that both new business and new agents are in the aggregate put on our books at a loss, which must be absorbed by the business already on the books, and that in a period of poor sales and low persistency added waste and loss are nearly certain to follow on the heels of increased management pressure for more sales outlets and sales."

Discussing other industries' use of market research, Mr. Jenkins said those which have the most highly developed and sensitive cost controls also use market research. He said that a great industry such as steel, which knows its costs to the last penny, would not conceive of making new capital investment in plant or productive capacity without knowing from painstaking and extended research of market data just what the probable market for this or that type of steel will be and just what new capacity or new investment is needed.

### Elaborate Chain Store Surveys

A chain store organization would not think, he said, of expanding its warehousing, transport and retail outlet facilities without having first studied in great detail the market potential of the area. Then before setting up new retail outlets, say for food stores, detailed and painstaking surveys would be made of the number of families within the known practical radius of the proposed location, the average number of persons per family, the levels of family income repre-

(CONTINUED ON PAGE 17)

### Agriculture Secretary Discusses Food Crisis, Farm Mortgages

The farmer is in magnificent shape today and is a wonderful investment for life insurance companies, Clinton P. Anderson, Secretary of Agriculture, declared at the American Life Convention at Chicago. The cabinet member's subject was a grim one, the crying need of most of the world for U. S. food, but he presented it in an informal manner, livened with quick humor that was particularly effective when he was answering the numerous questions put to him by the conventioners.

Mr. Anderson said that of course he knew that one reason life companies are not investing in farm mortgages is that the farmer is in such shape that he does not need to borrow. He said he hoped dropping off of insurance company investments in farms was no indication that the companies have lost faith in farmers.

### Estimates on Europe's Needs

Secretary Anderson reported that the International Emergency Food Council calculates that Europe alone needs 45 million tons of grain, whereas only 28 million is available for export from the United States. The U. S. government and most of the governments overseas are trying to get the European countries back in production, but they are hampered by malnutrition, lack of initiative and incentive, lack of machinery and mechanical know-how. Among the startling facts he developed was that 10 years ago the United States exported one-fifth of the grain used in world trade. It now ships 50% of that grain.

In response to questioning, Secretary Anderson said that some of the countries are making hard liquor which are receiving wheat from us, but, however, this will be stopped. He said the matter of making beer is different, because many people consider beer a food.

He indicated that the administration doesn't expect too much in the way of saving from meatless and poultryless days, but they are making the populace conscious of the food problem. He paid tribute to the Canadians present when he said they are doing everything possible to help the U. S. feed the world.

### Gravy Train Slowing Down

Dudley Dowell, vice-president of New York Life, in opening the meeting of the Agency Section, of which he was chairman, voiced the belief that the "uninhibited sales honeymoon" is about over, and that the "gravy train is slowing down."

Higher prices and taxes together with the increased consumer demand for tangible articles are reducing the margins for insurance investment on the part of a large segment of the population.

Mr. Dowell declared that "inter-company races for new business," regardless of who puts the business on the books are short-sighted. The fringe agent, he observed, eliminated himself from the field during the war and agency executives vowed never to let him return.

(CONTINUED ON PAGE 11)

## New Committee Lineup of N.A.L.U. Is Announced

### Moynahan Program, Benson Federal Law, Cleeton Membership

Seven hundred and seventy members of the National Assn. of Life Underwriters have been appointed to 28 standing and special committees, Jul B. Baumann, Pacific Mutual, Houston, N.A. L.U. president, has announced. The chairman and members of one standing committee, that on nominations, will be elected next March at the association's midyear meeting in Louisville.

The committee members represent 116 United States and Canadian companies and are located in 223 cities in 48 states, the District of Columbia, Hawaii, Guatemala, Alaska and South Africa. The administration has continued or authorized special committees on convention attendance, functions and activities, speakers' bureau, and veterans' affairs. Chairmen and vice-chairmen of the committees and the chairmen of the three subcommittees are as follows:

#### Standing Committees

Agents: John P. Costello, Southwestern Life, Dallas.

Associations—state and local: H. R. Hill, Life of Virginia, Richmond.

By-laws: E. A. Crane, Northwestern Mutual, Indianapolis.

Compensation: H. C. Fischer, Aetna Life, Washington, D. C.; P. A. Quarto, John Hancock Mutual, New York, vice-chairman.

Conservation: R. E. Imig, New York Life, Sheboygan, Wis.

Convention program: J. D. Moynahan, Metropolitan Life, Berwyn, Ill.

Credentials: L. E. Throgmorton, Aetna Life, Shreveport.

Elections: E. D. Shepherd, Connecticut Mutual, Houston.

Federal law and legislation: J. C. Benson, Union Central, Cincinnati; subcommittee on social security: J. C. Benson; subcommittee on pension trusts: C. P. Dawson, New England Mutual, New York; subcommittee on tax liability under agents' retirement plans: C. P. Dawson.

Field Practices: S. D. Weissmann, Equitable Society, Boston.

Finance: W. E. Barton, Union Central, New York.

General agents and managers: B. A. Hedges, Business Men's Assurance, Wichita.

Membership: C. E. Cleeton, Occidental of California, Los Angeles; vice-chairmen: Idaho, Montana, Oregon, Washington, W. R. Hoeflin, Pacific Mutual, Seattle; Arkansas, Louisiana, Mississippi, Oklahoma, Texas (to be announced); Colorado, New Mexico, Utah, Wyoming, H. J. Syphus, Beneficial Life, Salt Lake City; Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, R. E. Shay, Bankers Life, Minneapolis; Arizona, California, Hawaii, Nevada (to be announced); Illinois, Indiana, Michigan, Ohio, Wisconsin, E. M. Spence, Provident Mutual, Indianapolis; Alabama, Florida, Georgia, Kentucky, N. Carolina, S. Carolina, Tennessee, J. R. Humphries, Provident Life & Accident, Chattanooga; Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, C. A. Washburn, Metropolitan Life, Hartford; Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia, West Virginia, W. P. Emerick, New England Mutual, Johnstown, Pa.

Nominations: (To be elected at the midyear meeting).

Fast national presidents: P. B. Hobbs, Equitable Society, Chicago.

Publications: H. S. Bell, Equitable of Iowa, Seattle.

Public information: S. E. Webster, Provident Mutual, Pittsburgh.

Relations with attorneys: G. E. Lackey, Massachusetts Mutual, Detroit.

Relations with other organizations:

(CONTINUED ON PAGE 9)



Dudley Dowell

## S. E. Kansas Sales Congress Draws From Wide Area

By W. J. GESSING, JR.

More than 100 attended the southeast Kansas sales congress held at Independence, some coming from as far as Liberal, Kan. They were welcomed by Roy Huffman, president of the Independence Life Underwriters Assn. Ralph Willcott, Business Men's Assurance, Chanute, presided at the morning session.

Louis R. Smith, Equitable Society, president Kansas Assn. of Life Underwriters told of what he hopes the Kansas association will accomplish during the coming year: An increase in membership, a more active educational program, formation of a speakers' bureau, better use of an institutional training course and preparation for C.L.U. examinations and a bigger and better annual sales congress.

Bert Hedges, state manager for Business Men's Assurance, told of some of the activities at the N.A.L.U. meeting at Boston and pointed out how a strong state association helps the National association. He urged all agency heads to get behind their men and do all in their power to see that these agents join the association. He also outlined plans for a speakers' bureau.

C. E. Fritsche, director of agency training General American Life, talked on "Business Life Insurance—The Market and Responsibility". He gave many detailed suggestions on how to develop this market.

Mr. Willcott announced that next year the sales congress would be held at Chanute.

At noon a joint luncheon was held with the Rotary Club, after which the Rev. Eugene P. Quinn, pastor of the Holy Name Catholic Church of Independence gave a stirring talk on "The Three Interpretations of the World Crisis".

On the afternoon program E. L. Allison, Northwestern Mutual, Tulsa, spoke on the "Economic Function of the Life Insurance Agent" and C. E. Gaines, assistant director, Southern Methodist University, spoke on "Life Insurance Is Good Property".

The preceding evening a meeting of the general agents and managers was held at which Charles E. Gaines spoke on "Training Men for a Professional Career." This meeting was also presided over by Ralph Willcott.

## Tells How Sales Promotion Work Can Help the Agent

G. P. Shoemaker, Provident Mutual general agent in New York City for the past 10 years, talked on "We Love the Hucksters," at the October meeting of the Keystone group of the Life Insurance Advertisers Assn. in Philadelphia.



G. P. Shoemaker

Mr. Shoemaker presented the agent's viewpoint in an analysis of the way in which company sales promotion departments can best help the field men. He thinks that what is needed is a completely integrated program that will help the general agent recruit new agents, train them, and help break them into first production and then to help the agent organize his selling processes. "Perhaps the one most vital need is for post-approach letters," he said. "An agent should precede every approach with a letter telling who he is and why he is deserving of an interview. What

## Program Given for L.I.A.M.A. Annual Meeting Nov. 12-14

Departing from its usual procedure, L.I.A.M.A. will feature nationally known speakers outside the life insurance field as well as ranking leaders in the business at its sessions Nov. 12-14 at the Edgewater Beach Hotel, Chicago. Harold M. Stewart, executive vice-president of Prudential, is chairman of the annual meeting committee.

President Cecil J. North, vice-president Metropolitan, will deliver his presidential message as the opening speaker. He will introduce Reese Taylor, president of Union Oil Co., Los Angeles, widely known as a speaker and author on management and business problems, who will discuss "Management's Greatest Challenge."

Speaker at the luncheon the first day will be Ernest R. Breech, executive vice-president of Ford Motor Co. Mr. Breech, a key man on the "team" of Henry Ford II, was formerly president of the Bendix Aviation Corporation. He has also served in important posts with General Motors.

The afternoon period will be an innovation featuring a question and answer forum with the audience asking the questions and heads of various life insurance associations and other institutional leaders doing the answering. Participants in the forum will be announced shortly. The discussions will center on major questions facing life insurance selling and allied fields at the moment.

The combination companies' dinner will be under the direction of John F. Ruhlman, vice-president Western & Southern Life.

The second day's program will stress the research developments taking place in life insurance and in the business world at large.

The general sessions will be preceded by the directors meeting Nov. 10 and committee meetings Nov. 11. The complete time table is as follows:

### Monday, Nov. 10

Board of directors.

### Tuesday, Nov. 11

Morning—Committee meetings: A. & H., agency costs, companies under \$150 million, and quality business. Luncheon—Canadian companies; education and training committee.

is equally important is that he send a letter after the interview reminding the client of the thoughts that were presented."

Mr. Shoemaker said a general loose-leaf book should go to each agent, making readily available to him company forms and syndicated or other service forms, so that all could be combined in the one book for ready reference. Before revising promotional material opinions should be obtained from various of the company's agents. Don't be afraid to introduce a note of fun, because so much company material is quite humorless, he said.

One thing agents want very much and have difficulty in obtaining is advice on how to write better business letters, he said, urging that companies provide specimen letters for specific purposes, particularly post-approach letters telling the client what had been presented and often giving comparisons of two or more choices of plans. It would be very helpful if home offices would tell general agents of literature available for buying which should not be bought, he said.

Mr. Shoemaker thought it a good thing to watch insurance journals for sales ideas from competitors. He believes that field trips by home office men are important so that they may keep the agent's point of view and that home offices ought to have visual displays of promotional material in the meeting rooms at all conventions and conferences, including regionals, to keep telling the agent himself how important his work is.

Afternoon—Committee meetings: compensation, combination companies, nominating, public information, relations with universities, cooperation committee. Dinner—Assn. of Life Agency Officers executive committee reunion.

### Wednesday, Nov. 12

Breakfast—Field personnel committee. Morning—General session—C. J. North, vice-president Metropolitan Life and president of L.I.A.M.A.; and R. H. Taylor, president Union Oil Co. of California, speakers.

Luncheon—E. R. Breech, executive vice-president Ford Motor Co., speaker. Afternoon—General session forum on current problems and activities.

Cocktail party.

Dinner—Combination companies.

### Thursday, Nov. 13

Breakfast—Canadian companies. Morning—General session—Dr. S. Rains Wallace, Jr., director of research L.I.A.M.A.; Dr. Dwayne Orton, director of education International Business Machines Corp.; A. C. Nielsen, president A. C. Nielsen Co., speakers.

Luncheon—Carroll M. Shanks, president Prudential, speaker.

Afternoon—Forum and executive session.

New board of directors meeting.

Dinner—Companies under \$150 million.

### Friday, Nov. 14

Morning—General session—Jul B. Baumann, president National Assn. of Life Underwriters; R. Leighton Foster, general counsel Canadian Life Officers Assn.; J. M. Holcombe, Jr., managing director L.I.A.M.A.; and J. Reuben Clark, Jr., first vice-president Beneficial Life, speakers.

Luncheon—A. & H. companies.

Afternoon—A. & H. companies seminar.

## Schwemm's Itinerary for Next Month Shown

Earl M. Schwemm, manager Great-West Life, Chicago, is continuing his full schedule of talks before local associations of Illinois as president of the state association. Thursday he addressed the Illinois Valley association at a luncheon meeting in Ottawa and then was scheduled to talk at the Chicago association regional meetings. Oct. 23 he will speak at a luncheon meeting of the Bloomington association and that night at a dinner session of the Mattoon association.

The next day Mr. Schwemm will go to Decatur to conduct a district sales meeting of his company in conjunction with C. D. Walker, district manager there. Nov. 6 Mr. Schwemm is to address a luncheon meeting of the Springfield association.

## Meet Clients on Own Level.

CINCINNATI — Until an agent develops his presentation to meet various clients on their own level, he must not expect the highest degree of persistency for his business, H. H. Nunamaker, general agent Columbian National Life, Cleveland, said at the meeting of the Cincinnati Assn. of Accident and Health Underwriters. Mr. Nunamaker compared the accident salesman's presentation to the job of the baseball pitcher, advocating a change-of-pace-style of sales talk. Just as change of pace in big league pitching wins more games and draws bigger gate receipts, so change of pace in presentations closes more sales for accident producers.

Classifying all prospects into three groups, Mr. Nunamaker explained how actual case records in his office helped to increase the percentage of sales with each class of prospect. The three groups of prospects are those who admit accident insurance is a good thing but want to postpone action; those who will not pay any money for disability protection, saying it is no good; and those who admit its value but will take only policies with small amounts of protection. Change of pace tactics suited to each particular group will often close where the usual stock presentation fails, Mr. Nunamaker emphasized.

From office records and experience in his own family, Mr. Nunamaker showed how three accidents with heavy ex-

## Companies to Have More Authority in Wisconsin Plan

MILWAUKEE — At the meeting here of the State Medical Society of Wisconsin the house of delegates voted to accept changes proposed in the "Wisconsin Plan," under which the commercial companies underwriting the coverage would set the rates and determine the form of policies, instead of following a state society general form. The medical group would require the companies to abide by minimum standards set up by the state society, and the medical care and commercial insurance plans are to be made as completely uniform as possible.

Under the Wisconsin plan, Dr. H. H. Christofferson reported, the private companies up to July 1 had covered 67,10 persons in Wisconsin and had \$645,070 of premiums on which \$613,241 were earned.

## OK Medical Plan Merger

Consolidation of the physician-operated prepaid Surgical Care of Milwaukee, operated by Milwaukee County Medical Society, and Wisconsin Physicians' Service, operated by State Medical Society of Wisconsin, moved a step nearer when the house of delegates authorized the merger. The house also voted to narrow the coverage to lower income groups when the merger is effected. The council on medical service of the American Medical Assn., meeting recently as a board of arbitration in Atlantic City, ordered consolidation of the plans into one statewide insurance system. Last fall the Milwaukee society refused to turn over its assets and subscribers to the state society for inclusion with the later-organized Wisconsin Physician Service. Both plans are continuing to function until the new organization is set up.

If the head of a family earns less than \$3,600 and a single person less than \$2,000, the plans now will pay the doctor a prescribed fee to cover his bill in full. Subscribers with higher incomes can be charged more if arrangements are made with the patient. It is proposed that the figures be reduced to \$2,500 with an additional \$250 allowance for each blood dependent, and to \$1,500 for individuals. Another idea advanced was to reduce the ceiling from \$3,600 and increase subscriber rates. While the principle of reducing the income levels was approved, the house voted not to put reductions into effect until the merger of the two plans has been effected.

penses struck the same family in one year. Because of accident insurance one life was saved.

"When you salesmen approach a prospect you are selling the desire to live, for the next person to whom a contract is delivered may want to live because he has that protection and because you in your daily duties sold accident and health protection," Mr. Nunamaker declared.

## Unique Retirement Setup

A retirement plan for hourly employees underwritten by Connecticut General Life, has been set up by Continental Paper Co., one of the largest paper board manufacturers. It was part of a labor-management contract believed to contain the first share-of-production plan ever endorsed in this country by union labor. Supplemental earnings over and above the workers' legal and contractual rates of pay, including overtime, are divided among workers, half in immediate cash payments, and half paid toward their retirement fund. The share of production differs from profit sharing in that hourly employees are guaranteed 30½ cents out of every dollar of production value they help create, whether or not there is a profit. The agent was John C. Conklin, Inc., of Hackensack, N. J.

## Cal. UCD Premiums \$60 Million; \$16 to Private Plans

The California unemployment compensation disability program is developing premiums at an annual rate of \$60 million, close observers of the system say. The premiums under voluntary private insurance plans are running about \$16 million annually.

So far 8,044 voluntary plans have been approved covering 619,000 individuals. Of these only 21 plans are self insured. Thirty-six insurance companies have qualified to furnish U.C.D. cover. Of these California-Western States is by far the leader, its annual premiums exceeding \$3 million, and it has 3,200 plans.

California-Western States collects simply 1% of payroll up to \$3,000 per individual. It gets quarterly copies of the reports of the employer to the unemployment insurance commission and the employer remits quarterly. Most of the other companies follow the group practice of charging so much per \$10 of benefit and bill the employer monthly.

Of the recent new regulations adopted the most important is the one providing that on any disabilities incurred within two weeks after a man is laid off or after termination of employment the private insurer shall be liable. Thereafter it is the responsibility of the state fund. Heretofore questions have arisen whether a man was laid off or whether his connection was terminated.

## Life Agency Cashiers Meet at Atlanta, Where New Officers Are Elected

The National Assn. of Life Agency Cashiers held its annual meeting Friday at Atlanta, whose local club won on points in the national race to elect officers. As a result, Atlanta elected from among its number J. I. Oberst, Northwestern Mutual, president; W. S. Williams, Mutual Benefit, L. D. Richards, Sun of Canada, second vice-president; Miss Fae Allen, Union Central, third vice-president; Miss Inestelle Coleman, Connecticut General, secretary; Mrs. Inez Smith, Volunteer State Life, assistant secretary; J. G. Boyd, Gulf Life, treasurer.

Directors include Mrs. Lucille Preston, Guardian; Miss Estelle Cole, Phoenix Mutual; Miss Marian McLeod, John Hancock.

A number of past presidents attended and spoke, including Miss Christine Ludwig of Chicago, Frank agency of State Mutual.

## West Coast Field Club Officers Announced

Officers of the 1947 field clubs of West Coast Life have been announced. They are: President, R. F. Pelouze, Fresno, Cal.; first vice-president, V. J. Andreatta, Mt. Shasta City, Cal.; second vice-president, C. C. Morrell, Eureka, Cal.; third vice-president, K. Mineta, San Jose, Cal.; fourth vice-president, J. L. Letsinger, Redding, Cal.

Mr. Pelouze, who joined the company in 1942, for 17 years was in the investment business at Portland, Ore., before entering life insurance. He is one of Stanford's athletic "immortals," having graduated in 1921 with 16 block letters—four each in football, basketball, baseball and track.

## To Arrange A. & H. Courses

The education committee of the National Assn. of Accident & Health Underwriters will meet at the Purdue Union building, Lafayette, Ind., Oct. 30. The meeting has been called to complete arrangements for the schedule of A. & H. classes to be offered at the universities throughout the country during the next year.

## Career Agents Seek Action On Problem of Part-Timers

NEW YORK — Agents eager to get commitments from home offices with respect to the elimination of part-time agents have found themselves perplexed in finding a satisfactory definition of a part-time agent. At present many agents are seeking to define the status of a part-time agent and to limit it, so that the definition will be acceptable to the agents and to the home offices which will be asked to confine new agents to those not excluded by the definition. For the most part, discussion on this subject in metropolitan areas has dealt with agents in densely populated sections and not to rural agents in small towns or farming communities.

Some home offices have adopted the practice of employing only full-time agents and adhere to rigid standards. In discussing this problem, agents have cited at least one home office that has adopted standards so rigid that some agents express the hope that their own home office will be more lenient. This company requires that all agents be full-time, and will not accept brokerage business. So-called career life agents, who possess brokerage licenses do not like this interpretation of a full-time agent.

### Status of General Broker

The career life agent who has a general brokerage license feels that he is making complete insurance service available to his clients. One agent in this category pointed out that he is selling protection, and that the protection isn't complete unless the insured is protected for health and accident, personal liability, fire, etc. This agent does not feel that he is anything less than a full-time life agent offering complete protection to those who want it. He does

not feel that he is neglecting his life insurance clients in any way.

The so-called simon-pure agent answers this with the assertion that life insurance is so complex that it is impossible for an agent to do a good job for his life insurance client and combine with this, a good insurance job in other lines.

Considered opinion on the part of agents and home office executives seems to be solidly behind the proposition that each case involving a part-time agent must be considered separately. Actual cases have been used by some agents to illustrate the need for such a procedure. In one case, the agent had created a substantial estate which he managed personally. The estate consumed a major portion of his time, but the rest of his endeavors were devoted to life insurance. In this case the home office decided that he was a full-time agent. In a second case, the agent was an accomplished musician. At times he played for money. He was held to be a part-time agent. A singer, however, who had been in the habit of singing and giving recitals without asking a fee, was not declared a part-time agent when he was offered and accepted, remuneration for singing in a choir.

### Expectation of Gain Is Main Point

Agents discussing the question seem to feel that neither the investment of time or money is as important a consideration of the problem as the expectancy of financial gain resulting from activities outside the insurance business. An agent who made this point used a hypothetical case to illustrate his argument. He suggested that an agent who collected stamps as a hobby would not be

(CONTINUED ON PAGE 9)

## '48 M.D.R.T. Meeting to Be Sept. 18-22 at French Lick

The 1948 convention of the Million Dollar Round Table of the National Assn. of Life Underwriters will be held in French Lick Springs Hotel, French Lick, Ind., Sept. 18-22.

Paul H. Dunnavan, Canada Life, Minneapolis, chairman, said that French Lick was selected when the National association found it necessary to cancel its plans to hold its 1948 national convention on the Pacific Coast. He pointed out that French Lick is only 200 miles from St. Louis, where the 1948 N.A.L.U. convention will be held next September and he added that several round table members have already indicated their intention to attend the N.A.L.U. convention and proceed to the round table meeting which follows it. He hoped that the companies and other organizations would make a note of these newly announced dates in order that the conflicts which existed this year between the N.A.L.U. and M.D.R.T. conferences and life company conventions will be avoided.

Five committees have been appointed for the M.D.R.T. meeting. Their chairmen and vice-chairmen are as follows: Program, Paul W. Cook, chairman, Mutual Benefit Life, Chicago; F. R. Olsen, vice-chairman, Northwestern Mutual, Minneapolis; entertainment and general arrangements, John R. Mage, chairman, Northwestern Mutual, Los Angeles; Walter N. Hiller, vice-chairman, Penn Mutual, Chicago; reception and registration, Theodore Widing, chairman, Provident Mutual, Philadelphia; F. L. McFarlane, vice-chairman for registration, Northwestern Mutual Life, Cleveland; J. Renwick Montgomery, vice-chairman for reception, Phoenix Mutual, Philadelphia; nominating, Harold S. Parsons, Travelers, Los Angeles; by-laws, A. J. Ostheimer, 3rd, Northwestern Mutual, Philadelphia.

## Declare Position on N. Y. Abandoned Property Law

WASHINGTON—Connecticut Mutual Life and a group of other life companies have filed with the Supreme Court a "statement as to jurisdiction" in appealing from the New York court of appeals in litigation with Frank C. Moore, state comptroller, over application of the state abandoned property law so as to escheat "abandoned" life policies.

The New York law is declared by the companies repugnant to the constitution because it impairs contract obligations, takes property without due process, deprives the companies of right and opportunity to "receive, consider and investigate claims under said policies." Policies concerned are declared not matured. It is "impossible to fix situs or jurisdiction in the states in which the missing policyholders or beneficiaries or assignees may be domiciled" because domicile is unknown.

The companies complain that under the New York decision they are "actually and effectively deprived of all defenses" and compelled to pay to the state. Questions involved have never been presented to the Supreme Court, the companies say. "The first question is whether conditional contracts such as these life insurance policies are susceptible to escheat where concededly the terms and conditions precedent to liability, and to the amount of liability, have not been performed." The companies contend they are not susceptible.

The second question is whether the state of New York has jurisdiction to escheat even if these policies are "matured" as asserted by the court of appeals. The companies say there is no jurisdiction and cite the repeal of the law as to foreign companies.

## Tired of Standing

Students of shorthand are counselled to be constantly thinking in terms of shorthand transcription. While riding in the subway, for example, the student could study the advertising signs and write them down in shorthand. This is good for more than practice; it helps to acclimatize the mind so that one gets to thinking in terms of pothooks rather than ampersands.

Here is the sort of thing that happens when an underwriter keeps his mind in a good groove. Says General Agent Thomas E. Gray, Tampa, Fla.:

"The most novel approach to a prospect comes from Clare Phillips, of Winter Haven, who spotted a man driving one of those trucks that has no front seat, i.e., he stands up and drives. Clare approached him and said, 'Say, fellow, don't you get tired of standing up all the time?' The driver said, 'Yes,' whereupon Clare countered with the question, 'Wouldn't you like to see a savings plan that would enable you to sit down some day and take it easy the rest of your life?'"

Sold — a \$3,777 Retirement Income at 65.

• • •

## THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## UAW Consultants Comment on Ford Pension Voting

In a statement issued after the votes by Ford employees on the UAW-CIO pension plan were counted, Martin E. Segal & Co., group insurance and pension consultants to the union, stated:

"The Ford employees want and need pension benefits. However, in the face of the alarming rise in the cost of living, it is clear that there was a real personal conflict in the mind of the average employee as to whether to vote for a program which provides an important measure of security at retirement—or whether to vote for a proposal which gives an immediate increase in the take-home pay.

"Thus, the votes which were cast against the pension plan were in reality votes against the high cost of living.

"Though the pension plan will not be instituted at the present time, the negotiations between the Ford Motor Company and UAW-CIO marked a historic juncture in American labor-management relations, because the need for and desirability of the inclusion of pension

plans in collective bargaining agreements has been established.

"The right of the employees to participate in the development of a plan which is designed to benefit them has also been established; and an important national employer has agreed that management has a responsibility to help finance pension costs, just as management finances and amortizes the cost of machinery and other capital goods.

### Request to General Motors

"Recently, the union asked for meetings with the General Motors Corp. on the matter of a pension program, and similar requests are being made in other situations.

"Impartial observers and students of employer-employee relations recognize that, increasingly, there has been a trend, which will probably continue to grow, for the inclusion of comprehensive group insurance and pension plans in working agreements between employers and unions. Because this is a relatively new area of collective bargaining, there have been, in some situations, some misunderstandings.

"However, there is no reason why such misunderstandings should exist—even in isolated cases—and apparently employers and unions alike recognize that the health and security of the employee are as much a subject for joint action, planning and agreement as are wages, hours and other general working conditions.

"Of course, these programs must be coordinated with social security. Together, they should constitute an important answer to the growing challenge of vital social needs."

### Williams Agency Wins Plaque

Frank O. H. Williams, manager of the home office agency of Connecticut General Life, received a certificate of achievement for the outstanding record of his agency the past year. This is the fifth time since the awards were established eight years ago that the Williams agency has received this honor. Vice-president F. Hobert Haviland made the presentation at a luncheon which 60 members of the agency and guests attended.

Ehlers English, whose election as counsel of Bankers Life of Iowa was reported in last week's issue, received his legal education at the University of Chicago, graduating in 1921 with the degree



EHLERS ENGLISH

of doctor of jurisprudence. He previously graduated from Drake university. After leaving law school he was with the Chicago law firm of McCormick, Kirkland, Patterson & Fleming. In 1925 he joined the Des Moines law firm of Evans, Riley, English & Jones. While a member, he served from 1940 to 1945 as assistant general counsel for Central Life of Iowa. He served in the navy during the first world war.

## Complete Program Given for L. A. A. Quebec Meeting

Geared to the theme, "What's Ahead" the complete program for the annual meeting of the Life Insurance Advertisers Assn. to be held at Chateau Frontenac, Quebec, Oct. 23-24-25 has been released. The schedule is as follows:

### Thursday, Oct. 23

- 9:30 a.m. Registration.
- 10:00 a.m. Exhibits review and discussion.
- 12:30 p.m. Opening luncheon, Powell Stammer, president of L.A.A. presiding. Greetings, Georges La France, superintendent of insurance, province of Quebec, and W. M. Anderson, president, Canadian Life Officers Assn. Introduction of exhibits judges.
- 2:30 p.m. J. H. C. Graham, London Life, presiding. Annual meeting, theme, "What's Ahead," A. L. Cawthorn-Page, general chairman "What's Ahead—the Challenge to the Life Advertiser," Edwin C. McDonald, second vice-president Metropolitan Life.
- 3:15 p.m. Film, "Deadline for Action."
- 4:00 p.m. "What's Ahead in Sales Management?—What It Means to the Life Advertiser," W. R. Jenkins, vice-president Northwestern National Life. Reception by Canadian life companies, Manoir St. Castin.
- 7:30 p.m. Annual meeting dinner—Manoir St. Castin, A. L. Cawthorn-Page, chairman.

### Friday, Oct. 24

- 9:30 a.m. Annual business meeting, Powell Stammer, presiding.
- 10:30 a.m. C. C. Fleming, Life of Virginia, presiding. "What's Ahead on the Economic Front?—Important Guideposts for the Life Advertiser," J. T. Bryden, assistant general manager North American Life, Toronto.
- 11:30 a.m. "What's Ahead in Life Insurance Markets?" Donald B. Woodward, vice-president Mutual Life.
- 2:00 p.m. A. H. Thiemann, New York Life, presiding. "Public Education in Life Insurance—A Review and Forecast," R. Leighton Foster, general counsel, Canadian Life Officers Assn.
- 2:30 p.m. "What's Ahead in Public Opinion? Trends to Guide the Life Advertiser," William Lydgate, editor American Institute of Public Opinion; Wilfrid Sanders, co-director Canadian Institute of Public Opinion.
- 6:00 p.m. President's reception—Chateau Frontenac.

### Saturday, Oct. 25

- 9:30 a.m. Presentation of exhibit awards, Russell Blanchard, Union Mutual Life, chairman of exhibits committee.
- 10:30 a.m. Clyde W. Ferguson, Union Central Life, presiding. "What's Ahead from the Field—Man's Point of View?—How the Life Advertiser Can Help," Edward Churchill, Northwestern Mutual Life, Hartford.
- 11:30 a.m. "So—What's Ahead for L.A.A. Members?" Resumé of program, Eustace Brock, assistant general manager Great-West Life.
- 12:30 p.m. Closing luncheon. Introduction of new officers by Powell Stammer. "What Now, Mr. Huckster?" Don Henshaw, MacLaren Advertising Co.

## Training Council to Run Course in Bronxville, N. Y.

The Life Underwriter Training Council will start an additional class to be held at Sarah Lawrence College in Bronxville, N. Y., for agents in Westchester County, Nov. 7. E. H. Slaybaugh, Northwestern Mutual, is chairman of the local administration committee and has been greatly assisted by the Westchester County Life Underwriters Assn. E. L. G. Zalinski, the council's managing director, explained that this step had been taken to give the council experience in a less densely populated area as well as in New York City and Newark.

Instructors for the council's five classes this fall include Paul Alpern, field instructor for the Metropolitan, who will handle the Friday class in New York beginning Nov. 21; Hubert E. Davis, production manager, C. B. Knight agency of Union Central, New York City, who will conduct the Wednesday class, commencing Nov. 12; V. J. Johntry, who will instruct Newark class commencing Nov. 19, and who is also assistant manager of the home office agency of Guardian; J. A. Mullin, Bronx manager for John Hancock, who will conduct the Westchester class; and Mr. Zalinski, who will instruct the first class, which begins on Oct. 27.

Joint conferences for general agents and managers whose men are enrolled in the classes will be conducted in New York Oct. 21 and in Newark Nov. 12.

The Friday class is fully subscribed and the Monday and Wednesday classes are filling rapidly. There is a good cross-section of agents from different agencies and companies and all applications from Oct. 10 on will be accepted first-come first-served, rather than restricting enrollment to one man per agency as previously.

## Licensing Reciprocity in Ill. for All But One State

The Illinois department has issued a booklet showing the terms on which the state will license residents of other states under the Illinois retaliatory law. It is the outgrowth of a re-survey of the licensing law of all states which the department conducted during the last few months. Several changes of importance have been effected because of amendments to the licensing laws of some states and reciprocal agreements have been negotiated wherever possible in order to remove examination requirements.

Texas is now the only state without any reciprocal basis whatever with Illinois. Alabama agents may not be licensed to solicit insurance personally in Illinois or through a representative in the state. The licensee is authorized to place insurance only through a duly licensed Illinois resident agent of the insuring company, the insurance to have been procured by the licensee from the assured by mail or wire.

There is also a special provision governing Ohio licensees. Ohio applicants for life licenses who were not licensed by the Illinois department during the preceding license year must pass an examination covering the lines of insurance for which the company they wish to represent is authorized in Illinois except where a certificate can be furnished from the Ohio department to the effect that the applicant has passed an examination in Ohio under this classification.

## Reinstate \$5.5 Billion N.S.L.L.

WASHINGTON — Nearly 900,000 veterans reinstated lapsed National Service life policies worth \$5.5 billions during the past eight months, according to the veterans administration. Holders of lapsed N.S.L. policies who have not yet reinstated have until Jan. 1, 1948, in which to reinstate without physical examination. VA said that N.S.L.I. term policies issued before Jan. 1, 1946, may be continued on that basis up to eight years from date of issuance but that for policies taken out after that date, the term period is five years.

## School for "Analographers"

Mutual Benefit Life will hold a school at the home office Oct. 13 to Nov. 7 under the direction of E. C. Hawes, director of sales training to instruct agents in the use of the "analograph," Mutual Benefit programming device. Instructors will include General Agents A. F. Lewis, Syracuse; H. E. McComb, Sioux City, and P. B. McCray, Davenport, Ia.; as well as T. M. Huffman of Hartford and H. D. Palmer of Philadelphia, management training students.



★  
YESTERDAY WAS A  
RED LETTER DAY FOR ME.  
HERE'S WHY.

\*\*\*  
"I'M CHARLIE MARTIN," said my visitor. "You don't remember me but 30 years ago I was a linotype operator setting copy for R & R. I would read all the reasons why men should buy life insurance, and then say to myself, 'Don't be a fool' and I would buy some more life insurance. Then the next month you would have some more copy that would stab me and I would buy some more insurance. That's the way it went until I was bent double paying premiums."

\*\*\*  
"WELL, TODAY I AM PAST 60. I have sold my little business and with my life insurance money, I'm on my way to a small ranch my brother and I bought in Arizona. If it hadn't been for the R & R copy I read on my machine many years ago, I would still be in the shop."

\*\*\*  
IF IT MADE US FEEL SO GOOD TO KNOW THE COPY WE WROTE SOLD CHARLIE HIS RETIREMENT INCOME, HOW GOOD MUST THE UNDERWRITER FEEL WHEN HE REALIZES THE HUNDREDS OF MEN HE HAS SET FREE AT 60 OR 65?



PAUL SPEICHER  
Managing Editor

THE INSURANCE  
RESEARCH & REVIEW SERVICE  
INDIANAPOLIS

# Congratulations

To Our

## Million Dollar Round Table Representatives

### Qualifying Members—First Time

John E. Bromley, C.L.U., Battle Creek, Mich.  
 Dick Evans, Pasadena, Calif.  
 George M. Galt, Pittsfield, Mass.  
 Donald K. Kissinger, C.L.U., Decatur, Ill.  
 T. Loehl O'Brien, C.L.U., Washington, D. C.  
 Maurice T. Paine, Winnetka, Ill.  
 Arthur Schoen, C.L.U., Brooklyn, N. Y.  
 Barry B. Stephens, Los Angeles, Calif.  
 William W. Sullivan, Cincinnati, Ohio  
 Charles R. Warren, C.L.U., Okla. City, Okla.  
 Leonard R. Woods, St. Louis, Missouri

### Qualifying Members—Repeating

M. Luther Buchanan, C.L.U., Franklin, Mass.  
 John D. Campbell, Lincoln, Nebraska  
 Joseph J. Coburn, Grosse Pointe, Mich.  
 Theo. M. Green, C.L.U., Okla. City, Okla.  
 W. Hollis Jenkins, Los Angeles, Calif.  
 F. Gibbs LaMotte, Baltimore, Maryland  
 Ralph E. Loewenberg, New York City  
 Albert M. Palmer, Miami, Florida  
 Walter M. Pierce, Miami, Florida  
 R. Joyce Portnoy, St. Louis, Mo.  
 James H. Smith, Jr., Pacific Palisades, Calif.

### Life and Qualifying Members—First Time

John M. Hammer, Tampa, Florida  
 Richard J. Katz, Rochester, N. Y.  
 Geo. Paul Roberts, Elizabeth, W. Va.

### Life and Qualifying Members—Repeating

Daniel Auslander, C.L.U., New York City  
 Meyer L. Balser, Atlanta, Georgia  
 Nathan S. Bienstock, Jackson Heights, N. Y.  
 John E. Clayton, Short Hills, N. J.  
 Russell W. Dozier, C.L.U., Okla. City, Okla.  
 Milo H. Evans, C.L.U., Brecksville, Ohio  
 Leopold V. Freudberg, Washington, D. C.  
 Royse W. Jackson, Rochester, Mich.  
 Charles G. Keehner, Oakland, Calif.  
 David Marx, Jr., Atlanta, Georgia  
 Henry G. Mosler, Los Angeles, Calif.  
 Howard Neal, C.L.U., Los Angeles, Calif.  
 Clarence E. Pejeau, C.L.U., Rocky River, Ohio  
 Roderick Pirnie, Providence, R. I.  
 Harold L. Regenstein, Bedford Village, N. Y.  
 Charles H. Schaaff, Rochester, N. Y.  
 Lawrence E. Simon, New York City  
 Max Slater, Chester Hill, Mass.  
 Wayne M. Trostle, Lakewood, Ohio  
 Harry R. Van Cleve, Glendale, Calif.  
 Alfred D. Whitaker, Rumford, R. I.

### Life Members

R. U. Darby, Middletown, Maryland  
 Harry I. Davis, Atlanta, Georgia  
 Henry W. Hays, C.L.U., Rochester, N. Y.  
 George E. Lackey, C.L.U., Grosse Pointe, Mich.  
 A. Jack Nussbaum, Milwaukee, Wisc.  
 Ned G. Patrick, Omaha, Nebraska  
 George H. Schumacher, Shaker Heights, Ohio  
 Caleb R. Smith, Asheville, N. C.  
 J. Hawley Wilson, C.L.U., Okla. City, Okla.

(Cities of residence given above)

**Massachusetts Mutual Life Insurance Company**  
 Springfield, Massachusetts

## Charges Fraud in GI Training

An alleged fraud by a life company or one of its general agents imposed on veterans taking on-the-job training has resulted in a full scale investigation by the New York department. According to the report the company has been milking its trainees. Its general agent required trainees to endorse their pay checks and turn them back to the company. The general agent also has been assuming credit for the policies written by the veterans. Apparently the fraud originated in Buffalo.

The department says that the returned checks discovered to date amount to \$8,800. The number of veterans required to turn over both salary and premiums, and the amounts, has not yet been established. The government has canceled the company's on-the-job training program. Under federal law the trainees are paid a minimum salary of \$20 a week.

## Franklin Life Contest

Agents of Franklin Life commencing Oct. 20 will open a six-weeks sales campaign honoring the birthday, Nov. 13,

of President C. E. Becker. It is anticipated that November this year will break all previous records.

The drive is patterned around an imaginary visit to Mr. Becker's new office in the 11 story addition to the home office plant now nearly completed. With each floor valued at \$5,000, it will require at least \$55,000 of new paid business for any representative to reach the 11th floor and present his card. The three top prizes are trips to the home office to attend the ceremonies when the building is dedicated soon after Jan. 1.

## Office Management Card

"Keep the Lid on Office Costs" is the subject of a session Oct. 20 during the conference on office management problems at New York over which E. H. Conarroe, manager policyholders service bureau of Metropolitan Life, will preside.

During the session Oct. 21 on "How Office Productivity Can Be Increased" a talk on "Incentives That Produce Results" will be given by James B. Slimmon, vice-president and secretary of Aetna Life, and there will be a talk "Work Simplification from the Standpoint of the Worker" by E. F. Cooley, assistant director of methods research of Prudential.

## Linton Discourses On Social Security

Addressing the annual meeting of the Illinois State Chamber of Commerce, M. Albert Linton, president of Provident Mutual, said that broadening social security is dealing with "social TNT" with the danger that the government will weaken the will of persons to work and increase their dependency upon it. A block of government dependent voters might be created that would never vote against the party in power. The solution is not to turn everything over to bureaucracy, but requires a blending of all interests to make some of the changes that admittedly should be made, he declared. Mr. Linton was speaking as the only insurance representative on the committee of 17 citizens recently created to study possible expansion of the social security program. He was a member of the old social security advisory council.



M. A. Linton

He said coverage of government employees at all levels, will be feasible if legislators will vote the government enough funds to admit employees under social security. He added that the problems of covering the self-employed must also be studied.

ory council.

Mr. Linton said that social security would receive a lot of attention from legislators during the next year. He termed most unsatisfactory the failure of social security to cover some 40% of the population and said that the great movement in and out of covered employment is unfair to those who change jobs. He admitted that covering farm laborers and domestic workers offered an almost impossible difficulty to administer, but added that the time had come to "fish or cut bait" on this matter. He said in several European countries they worked out a system of covering such workers and all possibilities must be studied.

He said coverage of government employees at all levels, will be feasible if legislators will vote the government enough funds to admit employees under social security. He added that the problems of covering the self-employed must also be studied.

## Cites Disability Experience

He told his hearers of the disastrous experience of life companies in providing total and permanent disability, and said that this would be even worse dynamite in social security. The move to federalize unemployment insurance must be fought, because it would create a dole that would "make WPA fade in comparison." He discussed the objections of the medical profession to offering temporary disability cover as social security.

If all the proposals advanced for broadening social security were passed, Mr. Linton said that 20% of payrolls would go for social security purposes, amounting to seven hours a week work by each person. The question that faces Americans is how many hours they are willing to work for those benefiting from social security.

Mr. Linton was introduced by Leonard W. Stiegel, social security tax manager of Deere & Co., Moline, and chairman of the social security committee of the Illinois Chamber. Mr. Stiegel also introduced the various members of his committee on the platform, which included the following insurance people: Thomas Lauer, Northwestern Mutual, Joliet; C. L. Morris, secretary and general manager of Illinois National Casualty, Springfield; Rollin M. Clark, first vice-president and secretary of Continental Casualty; George F. Manzelmann, president of North American Accident, and Paul E. Keller, vice-president Benefit Assn. of Railway Employees, all of Chicago.

## Cornerstone of Hancock Addition Is Laid

BOSTON — Cornerstone-laying ceremonies for John Hancock Mutual's new home office building addition, which will be the tallest structure in Boston, were held this week, with President Paul F. Clark officiating. The building, he said, is visible evidence of John Hancock's continued confidence in the indestructibility of the American spirit, said Mr. Clark, calling it "our act of faith."

The building, which will be 26 stories high, is expected to be completed during 1949. It will house the 3,000 employees now located in five separate buildings. Items included in the cornerstone box were the daily newspapers, photostatic copies of the first claim and a current claim, copy of the company charter, copies of the first policies and current policies, as well as a parchment copy of the declaration of independence, with a facsimile signature of John Hancock.

## Honor Hawkins' 25 Years

Midland Mutual Life agents are putting on a one-day campaign in honor of the 25th anniversary of J. A. Hawkins, vice-president and manager of agencies.

Wilmer M. Hammond, Los Angeles general agent of Aetna Life, spoke before general agents at Berkeley, Cal., on "Morale Building."

## SERVING ALL PROSPECTS

Here is what the LNL man has to offer:

Nonparticipating Insurance  
Participating Insurance  
Group Life  
Group Accident & Sickness  
Hospital Expense  
Group Surgical Expense  
Group Retirement Plans

Juvenile Insurance  
Special Low Cost Plans  
Income-for-Family Plans  
Retirement Plans  
Mortgage Redemption  
Complete Sub-Standard Service  
Wide Age Range

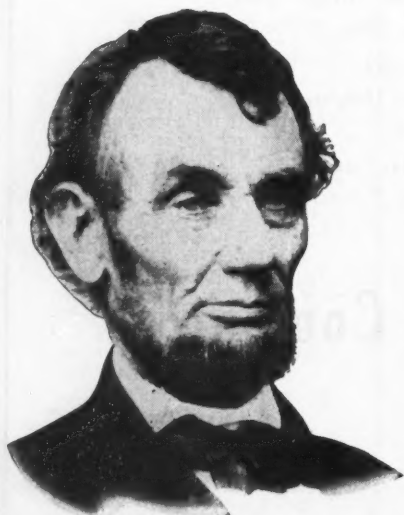
This broad insurance coverage provides another reason why the recent Job Satisfaction Study showed exceptionally high satisfaction among representatives of The Lincoln National Life Insurance Company.

LNL is geared to help its field men.

*Its Name Indicates Its Character*

The  
LINCOLN NATIONAL  
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana



Te  
of

Test  
casual  
invest  
Finan  
Conve  
week,  
Geyer  
author  
pany  
ments  
and m  
many  
to life

He  
measu  
banks  
uating  
capital  
reflect  
he fee  
should  
suffici  
porary

Ove  
in a r  
riers,  
ords a  
better

A g  
panies  
a chan  
A bre  
mine v  
was ch

Qualit

Earn  
prime  
of ear  
earning  
vestors

The  
is beco  
and pa  
City b  
of gros

He  
stocks  
ing fir  
and inv  
and tes  
rities  
ability

The  
agemen  
he said  
compar  
ing yea  
cluding  
compar  
alone v  
itable i  
proach  
to pro  
showed  
premiu  
records

It is  
wether  
made f  
panies.  
ing the  
been d

Shows

His  
cessful  
their a  
only 8  
compar  
37% in  
in gove

Last  
wrote  
of stock  
only 4  
premiu  
affords  
more c  
writing  
average

Divid  
panies  
said, t  
disrega  
the cal  
is prim  
of divid

## Tests for Investment Value of Fire-Casualty Stocks

Tests to apply in evaluating fire and casualty insurance company stocks for investment purposes were told to the Financial Section of the American Life Convention, meeting in Chicago last week, by George Geyer, president of Geyer & Co., New York City, a noted authority on bank and insurance company stocks. He specified that his comments applied only to fire and casualty, and not to life company stocks, but many of the tests also are applicable to life stocks.

He gave a reliable yardstick to use in measuring quality of management of banks and insurance companies in evaluating their stocks. The change in the capital stock equity share adjusted to reflect changes in stockholders' equities, he feels is a reliable measure. The test should be made over a period of time sufficiently long to eliminate any temporary conditions.

Over 17 years ending in 1946, he said in a review of 77 fire and casualty carriers, 10 companies with the best records added 372% to their net worth, better than 23% a year.

A group of fire and casualty companies having the worst records showed a change of only 5% in their net worth. A breakdown could be made to determine whether loss experience or expense was chiefly responsible for these results.

### Quality of Earnings Test

Earnings almost certainly are the prime product of management. Quality of earnings and future prospects of earnings are of great interest to investors.

The relative burden of operating costs is becoming of greater moment. Salaries and payroll of a group of New York City banks have risen from 40 to 70% of gross operating costs.

He said bank and insurance company stocks are equities of the two outstanding financial institutions which collect and invest the public's savings, and rules and tests for evaluating all equity securities apply, including the quality and ability of management.

The best evidence of quality of management of fire and casualty companies, he said, was shown by a study of 81 companies over 2,660 company operating years, showing operating profits, excluding capital gains and losses, in 2,466 company years. Insurance underwriting alone was profitable in 71% and unprofitable in 29% of the years. Another approach is measuring underwriting profit to premiums earned; 10 companies showed underwriting profit of 13.8% of premiums earned; 10 with the poorest records showed 4% underwriting loss.

It is necessary, he said, to determine whether adequate provision has been made for loss reserves in casualty companies. Reliable methods for evaluating the adequacy of these reserves have been devised.

### Shows Comparison

His company made a study of 10 successful companies which had 47½% of their assets in government bonds and only 8½% in common stocks; while 10 companies that were least successful had 37% in common stocks and only 23½% in governments.

Last year 10 of the 77 companies wrote \$1.59 of premiums for every \$1 of stockholders' equity; 10 others wrote only 41½ cents. This period in which premium volume is rising so steadily affords unprecedented opportunity for more conservative companies to expand writings and bring their setup closer to average. Mr. Geyer declared.

Dividends paid by insurance companies are almost invariably geared, he said, to earnings on investments and disregard profits from underwriting in the calculation. The investment income is prime evidence as to the probability of dividend payment.

The policy of maintaining sufficient cash and liquid securities to meet the reasonable demands of policyholders is another factor to check. The growth factor in fire and casualty could provide a very interesting study, for the great growth in premium writings in recent years provides excellent investment opportunity. The outlook must be appraised for each line of insurance. For-

tunately, fire and casualty companies are not so dependent on the results in any one year as on the accumulated values; not so much on how many automobiles are manufactured this year as on the total number of cars in operation.

### Insurance and Atomic Bomb

George H. Earle, former Pennsylvania governor, and ambassador to Bulgaria, when interviewed by members of the press over a national radio network was asked about a statement he had made on the atomic bomb. He once said that he

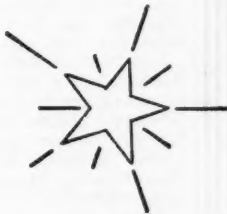
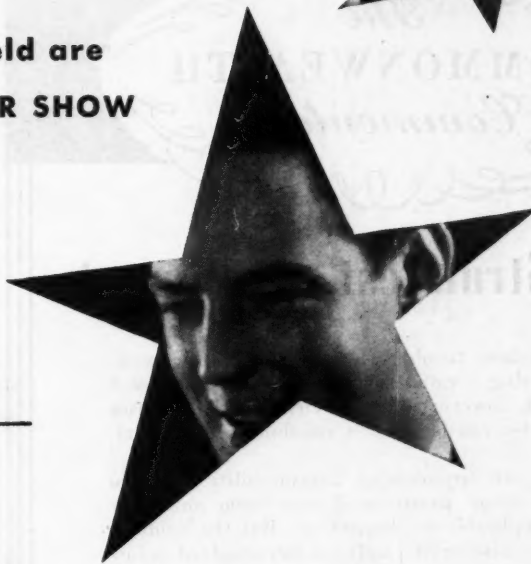
didn't think 10% of us would be alive in five years if Russia attacked this country with atomic bombs before we had a chance to use them on that country. One correspondent asked, "Have you increased your insurance since you developed this fear of the atomic bomb?" "Where would there be an insurance company that could pay a loss?" Earle replied.

John R. Larus, Jr., vice-president and actuary of Phoenix Mutual, was one of 18 candidates nominated for the city council of Hartford.

He ranked sixth among 67 candidates.



The Men in the Field are  
THE STARS OF OUR SHOW



**MORE than 40 fieldmen**, representing over half of our general agencies, took active roles in our 1947 National Convention, held at Grand Hotel on Michigan's Mackinac Island. Their years of experience, backed by first-hand information from top Home Office executives, made the three-day conference one of the most helpful, idea-packed programs ever held by the Company.

**Taking advantage of the back-to-school sessions** at the convention were more than 500 New England Mutual fieldmen whose record

production had qualified them for attendance. Conferences and round-table discussions stressed the most effective uses of our new policy contracts and pointed up the outstanding sales advantages.

**It was not all work.** The fun and fellowship were there that go to make a convention a success—with sports and entertainment for all. But long after these pleasures have been forgotten, the new techniques and enthusiasm gained from this meeting of minds will be working for all those who attended.

**New England Mutual**  
Life Insurance Company of Boston

George Willard Smith, President

Agencies in Principal Cities Coast to Coast

The First Mutual Life Insurance Company Chartered in America—1835

## Trend Away from Retirement Income in Pension Cases

NEW YORK — Retirement income policies are not being used as often for new cases under pension trusts and many existing retirement income plans are being amended without disturbing existing policies in most cases, said M. M. Goldstein, general agent, Connecticut Mutual, New York City, at a meeting of the New York City Life Supervisors Assn.

New pension systems will be funded primarily through typical group annuities, deposit administration group annuities, self administration, or a combination of these. Death benefits will come from either term insurance or ordinary life and will utilize group underwriting when the case is large enough. He said that individual term or ordinary life will be used only for the smaller cases or as a supplement to the group underwriting limits.

Mr. Goldstein pointed out that retirement income policy pension plans are usually unsatisfactory. One reason he gave is that the plans generally cost

twice as much as pure pension systems because each dollar the employer spends for pension benefits requires, under this funding method, 50 cents for death benefits and another 50 cents for severance benefits and loading of the premiums for expense. In addition the plans do not provide any method for increased employer payments during peak years so that these may decrease in bad years without necessarily affecting employee benefits or disturbing the employer's or employee's tax position.

Profit sharing plans are fine in theory, but in practice must be used in the right place at the right time. He said they cannot be effective pension systems for from 15 to 25 years after they are first established under the present internal revenue code. They cannot be satisfactory substitutes for adequate pension systems. Neither are deferred profit sharing plans a substitute for current take-home pay. They can only be logical, he said, in the relatively small percentage of cases where they can be used as a supplement to a complete employee benefit pension system. Deferred profit sharing plans should be the last step in the program, not the first.

Many employers are shifting existing deferred profit sharing plans into effective pension systems. The amended pension plans are made more flexible.

## Fluegelman Gives Selling Philosophy in Pittsburgh Talk

David B. Fluegelman, Northwestern Mutual, New York, N.A.L.U. trustee, talked to more than 260 members of the Pittsburgh Life Underwriters Assn. at a luncheon meeting on "Philosophy of Selling." He took up the thinking of the salesman from four different aspects:

(1) Knowledge: He pointed out that the primary aspect of the profession is the sale and that while knowledge and study of new developments are required, the study and the knowledge of selling methods is just as important to the salesman.

(2) Work: He said prospecting is 90% of the work of a life insurance salesman. A survey proved that 56% of new business of a particular life company was written on prospects the agents had known less than five years. Mr. Fluegelman's answer to his prospecting problem is that he makes it a point to see at least two new people every week and these two new contacts are not necessarily prospects for present selling. He tried to be an important person in his community, because he is interested in community affairs. He named various organizations he had joined and said this was not necessarily for the purpose of meeting new prospects, but that he was genuinely interested in the organization he joined and that after he became a part of the organization the prospecting problem took care of itself. He makes it a point to know attorneys, accountants, advertisers by means of calendars, and sends out his own personal publication to a select group of people.

### Agent Must Set Goal

(3) Goal: Mr. Fluegelman stated that an agent must set up a goal for himself and pointed out that year after year agents sell approximately the same amount of business because they more or less type themselves as being a \$250,000 or a \$200,000 producer, but once shown that they can increase their production, they keep that production up from that time on.

(4) Professional Attitude: If agents could adopt a true professional attitude, it would benefit them as well as policyholders. He said agents could develop the professional attitude by first developing the feeling of importance. That is the difference between the salesman and the underwriter insofar as all they are actually selling is prestige. They should control the interview. They should enlarge their knowledge by developing the habit of study to develop an inquisitive mind. By being professional they raise the standard of excellence.

Mr. Fluegelman feels that the most important portion of the selling process is the approach. He stresses the idea of selling lives and not volume. In 1946 he sold over 150 lives. He endeavors to sell people who have a good financial future. He attempts to raise the number of closes per interview, prospect for people who have the ability to pay, and use simple words.

### Hold N. C. Training School

GREENSBORO, N. C.—At the training school here for local association officers, sponsored by the North Carolina Assn. of Life Underwriters, principal speaker was Clifford H. Orr, National Life of Vermont, Philadelphia, N.A.L.U. vice-president.

The state association pledged continued support of the policy of conservation of National Service Life Insurance. A. P. Mulligan of Greensboro, state president, was in charge.

### Society's Increases Continue

Lutheran Brotherhood's issued September business totaled \$3,558,521, an increase of \$143,192 over September, 1946, and total for nine months was \$30,975,385, gain \$2,065,789. September

written business was \$4,331,406 plus 305 juvenile term policies. Sterling Carter of the Davey agency at Sterling, Ill., led in September with \$73,345 paid business. The Jespersen agency of Minneapolis was first for September with \$227,248 among the agencies, and for nine months, with \$1,674,367. R. J. Falck of Northfield, Minn., led the Quarter Million Club for nine months with \$574,000.

## Justice Dept. Appeals Zazove Case to High Court

WASHINGTON — Solicitor-general Perlman has authorized a petition for writ of certiorari to be filed by the Department of Justice with the Supreme Court appealing from a decision of the circuit court at Chicago in the Tillie Zazove case to the effect that the face value of a National Service life policy, plus interest, must be paid every 10 years during the life of the beneficiary. The petition is expected to be filed in a few weeks.

## Gets Proceeds at Age 96

Mrs. W. B. Munson, Sr., of Denison, Texas, who will be 96 years old Jan. 8, 1948, received a check from John Hancock Mutual for the face amount of an ordinary life insurance policy which matured as an endowment Oct. 1. R. L. McKinney, Jr., a grandson, who is the John Hancock agent in Denison, made the presentation. At the same time a letter was presented from Paul F. Clark, president, congratulating Mrs. Munson on the occasion and extending best wishes.

## Mutual Benefit to Give "Flu" Shots

Employees of Mutual Benefit Life will be given an opportunity to be inoculated against influenza at the home office Oct. 24 and Nov. 7. Another injection will be given in approximately three months so that the employees will be afforded protection throughout the winter.

## Service

The institutions of Life and Accident and Health insurance are primarily ones of sales and service. We are building on that ideal with "Service" as our watchword.

Our Life and Accident and Health policies are salable and provide maximum coverage and protection to policy owners. Liberal agency commission contracts enable field representatives to build for the future.

We place a high value on human relationships as well as service.

**WISCONSIN NATIONAL LIFE INSURANCE COMPANY**  
Oshkosh, Wisconsin



## Your Strongest Argument

Many underwriters tremble when faced with the necessity of delivering a rated contract. Properly analyzed and presented, however, the very element which causes them trepidation can be made a smashing selling point.

The warning of approaching uninsurability is often sounded. To many prospects it may seem an empty threat, not applicable to themselves. But the fieldman who is on the mission of placing a sub-standard policy carries with him conclusive proof of the validity of this warning and its very personal application to the client in question.

The objection of the client to the extra premium—which the fieldman dreads—has absolutely no weight when balanced against the evidence of his declining acceptability. This might be that day so often spoken of in theory—the day when he passes beyond the line of insurability—the day on which he must have bought all the life insurance he ever hopes to buy.

Shy from the delivery of a rated case? It is the strongest argument you can ever give a prospect for buying!

Insurance In Force August 31, 1947 — \$324,774,928

**COMMONWEALTH**  
LIFE INSURANCE COMPANY  
LOUISVILLE • MORTON BOYD, President

October 17, 1947  
See  
consider  
trading  
his col  
turn w  
On the  
expecte  
a finan  
time ag  
said th  
can har  
science  
The  
by the  
writers  
selling  
other  
branch  
in a pu  
Agency  
hophol  
to see  
HOM  
Chief  
can be  
employ  
insuran  
agent,  
ular sa  
feel the  
practice  
parent  
agents  
jection  
agents  
brokers  
insuran  
Most  
ing fac  
is enga  
or part  
on the  
voted  
of mor  
agents,  
that lie  
At lea  
that a  
that w  
cept th  
life ins  
agent  
examin  
of stud  
Focal  
The  
the mo  
approa  
is the  
erators  
ance,  
the vig  
part-ti  
agents  
are the  
their c  
less as  
They a  
dition,  
on the  
As a  
case o  
insuran  
promot  
children  
where  
these p  
them i  
cases,  
not bu  
there  
agent.  
In t  
insuran  
not ha  
gram  
and wi  
more  
chase  
suranc  
of why  
the job  
The  
tor is  
prospe  
erator  
entire  
pects,

## Seek Action on Part-Timer Problem

(CONTINUED FROM PAGE 3)

considered a part-time agent if, while trading and negotiating for stamps for his collection he realized a financial return without planning or intending to. On the other hand, if the stamp collector expected his hobby to provide him with a financial return, he would be a part-time agent. More than one agent has said that this is a moral problem which can hardly be resolved outside the conscience of the agent involved.

The part-time agent has been defined by the National Assn. of Life Underwriters as an agent who in addition to selling life insurance is engaged in work other than insurance and any of its branches. The definition which appeared in a publication—"Guiding Principles of Agency Management"—presents two loopholes which some agents would like to see blocked.

### HOME OFFICE AGENTS

Chief objection is that the definition can be construed to permit home office employees to retain the right to sell life insurance on the side, as a part-time agent, while they are being paid a regular salary by the home office. Agents feel that this is a particularly odorous practice because the home office is apparently condoning the very thing the agents are fighting. Another major objection to the definition comes from agents who do not believe that general brokers should be permitted to sell life insurance.

Most agents are agreed that the limiting factors in deciding whether an agent is engaging in insurance on a full-time or part-time basis, cannot be established on the basis of the amount of time devoted to the business, or on the amount of money earned by the agent. Some agents, strong for education, recommend that licensing procedures be made strict. At least one agent has recommended that a licensing examination be adopted that would eliminate all candidates except those who really plan to take up life insurance as a full-time career. This agent suggested that preparation for the examination should occupy three months of study.

### Focal Point of Protests

The focal point of the whole situation, the motivating force behind the zealous approach of the agents to this subject is the number of postmen, elevator operators, and porters selling life insurance. There are two major factors for the vigorous assault being conducted on part-time agents. Discussion groups of agents point out that these part-timers are the least equipped to do a job for their clients. They know little, and care less as to the needs of the policyholder. They are, in brief, incompetent. In addition, there is an equally harmful effect on the prestige of the career agent.

As an illustration, one agent gave the case of an elevator operator who sold insurance. Naturally, this man heard of promotions, marriages, and the birth of children among employees in the building where he worked. He could approach these prospects in the elevator and offer them insurance. Perhaps, in the most cases, the prospect approached would not buy insurance, but in any event there was a double loss to the career agent.

In the first place, the purchaser of insurance from the elevator operator did not have his needs examined. No program was set up for this policyholder, and without a doubt he would have been more satisfied with his insurance purchase had he been given a plan of insurance protection and an explanation of why the policy he bought was doing the job he wanted done.

The second and equally important factor is that the mere approach to the prospect on the part of the elevator operator is a blow to the prestige of the entire insurance business. Few prospects, approached by an elevator oper-

ator, can receive the attention of a career agent without some doubt as to the ability of that agent to prepare a good program. The agents point out conditions like this are a body-blow to prestige when they approach good prospects with estate planning, or business insurance proposals.

If career agents are to be considered professional men, and have professional status, they point out that they must have prestige as an insurance agent. The agents point out that this means that the insurance field must be restricted to men with professional capabilities. It is doubtful that this can be done by legislation, for legislation would probably mean a certain degree of class discrimination. The majority of agents seem to think that the solution lies in the careful screening and selection of applicants entering the field. They would also like to see each part-time agent told to choose between life insurance and any other business enterprise he might have. The agents believe this would be the best procedure to enhance the prestige of the career agent, to improve the public relations of the companies, and to guarantee to policyholders that each purchase of life insurance will do the best possible job for the policyholder.

### Detroit Cashiers Plan Educational Meetings

Life Agency Cashiers Assn. of Detroit & Windsor and Associated General Agents & Managers of Detroit will conduct a series of four educational meetings beginning Oct. 30.

Speakers for the series, two at each meeting, are: Harry J. Nelson, manager policy department Mutual Trust Life; W. D. Hooper, Detroit manager Retail Credit Co.; Frank L. Lakin, cashier Lincoln National; Miss Florence Lorf, National Life of Vermont; Miss Gertrude A. Deigert, cashier John Hancock; Lewis S. Robinson, National Bank of Detroit. At the last meeting Nov. 20 two films, "The Duties of a Secretary," and "Search for Security," will be shown.

### Hertzberg to Address Iowa Congress, Chicago Rally

T. O. Hertzberg, sales manager of Fidelity Life, Fulton, Ill., will speak at the luncheon and annual meeting of the Fraternal Underwriters of Chicago to be held Oct. 23 in the Hotel Morrison, Chicago. He is the immediate past president of the Fraternal Field Managers Assn. Mr. Hertzberg also will speak on "Selection and Training of Field Workers" at the annual meeting of the Iowa Fraternal Congress at Hotel Russell Lamson, Waterloo, Ia., Oct. 20.

J. Ray Fialka, Cedar Rapids, Iowa, who heads Fidelity's sales staff for Iowa, will present the report of the executive committee of the Iowa Congress. Mr. Hertzberg's home is at Clinton, Ia.

### New Committee Lineup of N. A. L. U. Is Announced

(CONTINUED FROM PAGE 1)

D. B. Fluegelman, Northwestern Mutual, New York City.

Relations with trust officers: P. H. Conway, John Hancock Mutual, Syracuse.

Resolutions: C. D. Connell, Provident Mutual, New York City.

State law and legislation: W. R. Moss, Connecticut Mutual, Louisville.

Underwriter education and training: E. L. Reiley, Mutual Benefit, Philadelphia.

Women underwriters: Eunice C. Bush, Mutual Life, Baton Rouge.

#### Special Committees

Convention attendance: C. J. Currie, Mutual Life, Atlanta.

Functions and activities: C. W. Cox, Metropolitan Life, Paterson, N. J.

Speakers' bureau: I. C. Kibrick, New York Life, Boston.

Veterans' affairs: J. D. Marsh, Lincoln National Life, Washington, D. C.

## ACHIEVEMENT

Life Insurance  
can be a career  
of success and  
happiness, . .  
whether one  
sells it, . . or  
just owns it.

§

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**



## EDITORIAL COMMENT

### A Grass Roots Organization

During the annual meeting of the American Life Convention at the Edge-water Beach hotel, Chicago, last week, there were many references to it as a "grass roots organization". This is due to the fact that the A.L.C. endeavors to reach out into all sections of the country. It does not specialize in large cities, the eastern section of the country, or heavily inhabited areas. It seems to spread its wings over the entire land.

The state vice-presidents are indicative of this plan. Each one is the American Life Convention in his commonwealth. State vice-presidents are given information as to what is going on in a legislative way and in other directions. They transmit the information to other companies in the state and to many others that desire to have it. The fact that the presidents are chosen from different sections shows the "grass roots" doctrine. For instance, the presi-

dent this year was Dwight L. Clarke, president of Occidental Life of Los Angeles, and the new president is R. B. Richardson, president of Western Life of Helena, Mont.

The ex-presidents show more than any other factor, the wide spread activities and jurisdiction of the parent body. They come from all directions. Its ex-presidents are invited to sit in at meetings of the executive committee and under an amendment adopted at the 1947 meeting each retiring president becomes ex-officio a member of the executive committee for the next two years. Thus, their experience and wisdom are used to good advantage. The fact that the two most recent ex-presidents are normally on the executive committee and that the others, whether elected to it or not, sit in at its meetings, shows that the A.L.C. wishes and is able to maintain a wide horizon.

### Mr. Jenkins' Market Research Proposal

The address which Vice-president W. R. Jenkins of Northwestern National Life gave at the Agency Section of the American Life Convention on the need for market research as a means of avoiding wasteful expansion in agency operations will arouse varied reactions among life insurance men. To some Mr. Jenkins' proposal will seem highly radical, for what he is saying is that unless there are enough of the right kind of prospects in a given territory, putting on more agents than can profitably work the territory is going to lead to frustration of the agents, new and old, irritation of the public, and the elimination of many good men simply because there are too many of them.

To some insurance men this admission that markets should have any bearing on agency operations will seem like a defeatist attitude, as if for example, Notre Dame were to make a scientific study of its opponents with a view to playing only those teams it was virtually certain to lick. They can point to cities where one company is doing fine and another does poorly, showing it is the company and manager that determine whether operations will be successful or not, rather than the market. They can point to convincing figures showing that the life insurance market is still so far from running dry that you might as well worry about pumping the ocean dry. Their claims are borne out by the great number of men who die uninsured or underinsured and by the many em-

ployes who have no other insurance but their group life coverage.

Yet there will be others who will find in Mr. Jenkins' talk a reflection of their own vague feeling that conditions are not as good as they look and might easily drop back to what they were in the half-dozen years immediately preceding the war for all anyone can do to stop them.

For so many years the market for life insurance has been limited only by the ingenuity of the sales forces that to many it will seem strange to think of in the way that merchandisers of automobiles, real estate, or foodstuffs have to think of their markets. Life men have been accustomed to thinking of their market as being created by the salesmen's skill rather than as a more or less fixed potential of buying power that, once satisfied, cannot be expanded without an uneconomical amount of money and effort.

This is not to say that market research, though of a very sketchy type, is not already in use. Agency departments do not go ahead blindly but are accustomed to appraising the business possibilities when they consider an expansion. For example, the entry or return of a number of companies to Texas is certainly connected with the prosperous state of business there and doubtless few outside companies would have sought Texas business if the state had been on the downgrade. At the same time, this rule-of-thumb size-up of the

market potential is a long way from the kind of research that Mr. Jenkins was talking about. While a territory that is shriveling up economically is certainly a place to keep out of, it may not necessarily follow that a current state of prosperity means that that is the spot to jump into with an elaborate agency plant. Possibly there are factors in the area's prosperity that are necessarily temporary. Even if the long-term picture is good it may be that other companies and agencies have entrenched themselves so strongly that a newcomer or even an established agency contemplating a large expansion plan would find the going extremely rough. All these are factors that market research of the type proposed by Mr. Jenkins would dig out in great detail, not supplanting the need for executive decision

on the proper course but supplying more exact data than hunches or guesses.

To those who like to think of the life insurance business as vital and growing, with every month showing a "plus" in production and every year bigger and better than the previous one, Mr. Jenkins' proposal will be about as appealing as modern instrument flying is to the old time "seat of the pants" pilot. Yet, in life insurance as in aviation, growing responsibilities have brought the need for more scientific methods.

Whatever may be the reactions to Mr. Jenkins' proposal, it is clearly worth the closest study for, as his figures abundantly show, the life insurance business is far from being cured of its old ill of too high a turnover among the agency force.

## PERSONAL SIDE OF THE BUSINESS

The B.M.A. breakfast for N.A.L.U. President Jul Baumann during the A.L.C. convention at Chicago was an enjoyable repeat of an event that has become a tradition. In the absence of Chairman W. T. Grant, who is on a South American trip, President J. C. Higdon officiated. He introduced members of the B.M.A. group, including W. D. Grant, reinsurance secretary; Grant Torrance, treasurer, and Milton Ladish, Chicago general agent. Seth Thompson, president of N.A.I.C., took a bow and Mr. Baumann spoke briefly.

Fred M. Exline, manager of Connecticut General, heads the insurance division of the Columbus (O.) Community Chest campaign.

Lester W. Basham this month observed his 45th anniversary as a representative of Penn Mutual Life. He is with the E. P. Connolly agency at Des Moines.

C. E. Bechtel, Salt Lake City, manager of Mutual Life, has been reappointed chairman of the Chamber of Commerce insurance committee, with the right to choose his own committee.

J. O. Laffer, veteran Northwestern Mutual agent at Jewell City, Kan., father of Henry W. Laffer, Wichita general agent, and Mrs. Laffer celebrated their 60th wedding anniversary last week.

W. F. Duffy, former army air forces captain, who with his crew was credited with the first B-29 bombing of the Japanese homeland, has resigned from the William Wrigley, Jr., Co., to be an agent in the John O. Todd agency of Northwestern Mutual Life, Chicago.

Seth B. Thompson of Oregon, president of National Assn. of Insurance Commissioners, got a wire at Chicago announcing the birth of his fourth grandchild. The father is David Thompson, who is with Connecticut Mutual Life at Los Angeles, and the new arrival has been named David, Jr.

Julius Blaha, manager of Metropolitan Life at Jamestown, N. Y., was honored at a dinner-dance on completion of 35

years of service with Metropolitan. W. G. Brown, assistant manager, who was toastmaster, introduced six speakers. Flowers and a gift were presented to Mr. and Mrs. Blaha on behalf of the agency's personnel. Letters of congratulations from company officers and others were read.

The engagement is announced of Nancy Randolph Thurman, daughter of E. B. Thurman, Chicago general agent of New England Mutual Life, and Mrs. Thurman, to John Clayton Trimble of Wilmette, Ill., son of the Rev. and Mrs. Harvey E. Trimble of Centerville, Ia. The wedding will take place late next month. Miss Thurman graduated from Rollins college and Katherine Gibbs school. Mr. Trimble is a graduate of Drake and a war veteran.

## DEATHS

Mrs. Martha Washburn Allin, first Minnesota woman to become a C.L.U., died at Minneapolis. She was a past chairman of the Women's Quarter Million Round Table. Mrs. Allin represented New England Mutual Life and also fire and casualty companies.

W. Gibson Carey, 51, president of the Yale & Towne Manufacturing Co. and a trustee of Mutual Life, was drowned while swimming in Florida. He was a past president of U. S. Chamber of Commerce.

Frank E. Garey, 57, district agent of Equitable Life of Iowa at Lincoln, Neb., died at his home.

George Russell Cogswell, 51, security analyst for New England Mutual Life, died in Belmont, Mass., following a heart attack. He attended Browne & Nichols, was graduated from Harvard in 1918 and received the M.B.A. degree in 1922.

During the first world war he served in the American field service with the French army and was awarded the Croix de Guerre with citations. He was extremely active in the Belmont civilian defense during the last war.

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Bldg., Chicago 4, ILL. Telephone Wabash 2764.

EDITORIAL DEPT.: Managing Editor: R. B. Mitchell. News Editor: F. A. Post. Associate Editors: Levering Cartwright, D. R. Schilling, J. C. O'Connor. Assistant Editors: Richard J. Thain, John C. Burridge.

OFFICERS: Howard J. President and Secretary. St., Cincinnati 2, Ohio.

### BRANCH OFFICES IN KEY CITIES

ATLANTA 3, GA.—432 Hurt Bldg. Tel. Walnut 3801. Ernest E. Hess, Southeastern Manager.  
BOSTON 11, MASS.—210 Lincoln St. Tel. Liberty 1402. Wm. A. Scanlon, Vice-Pres.  
CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2764. O. E. Schwartz, Associate Manager. A. J. Wheeler, Special Representative. L. N. Yellowless, Advertising Manager.  
CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2146. George C. Roeding, Asso-

ciate Manager; George E. Wohlgemuth, News Editor; Roy Rosenquist, Statistician.  
DALLAS 1, TEXAS—802 Wilson Bldg., Tel. Central 5835. Fred B. Humphrey, Southwest-ern Manager.  
DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.  
DETROIT 26, MICH.—219 Transportation Bldg. Tel. Cherry 2826. A. J. Edwards, Resident Manager.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg. Tel. Main 5417. R. W. Landstrom, Resident Manager.

NEW YORK 7, N. Y.—99 John St., Room 1103, Tel. Beekman 3-3958. Editorial Dept.—Eastern Editor: Kenneth O. Force; Assistant Editors: Harry T. Jones and Donald J. Reap.

### LIFE INSURANCE EDITION

PUBLISHED EVERY FRIDAY

CHICAGO 4, ILL. Telephone Wabash 2764.

Burridge, President. Louis H. Martin, Vice-John Z. Herschede, Treasurer. 420 E. Fourth

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1137. Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. EXbrook 2-3054. F. W. Bland, Pacific Coast Manager. Guy C. Macdonald, Pacific Coast Editor.

He was a well-known amateur radio "ham," maintaining Station W1AJW at his home.

**Mrs. Catherine Price Girault**, widow of Peter L. Girault, a former Chicago agency manager of Equitable Society



CATHERINE P. GIRAULT

and well known among the women life agents of the city, died at the age of 54.

She had been a producer of large personal volume, having entered the business when her husband died in 1929, mainly to handle his own personal business, but she took up the profession seriously, studied Equitable's correspondence course and then in its field schools.

In her first full year in the business she paid for about \$450,000 and in the second year \$400,000. Mrs. Girault expanded her operations in 1931 to include sale of fire and casualty insurance, becoming associated with the old Hodgkinson & Durfee general insurance agency in Chicago, and two years later becoming an office broker associated with Fred S. James & Co. there.

In 1937 she opened an all-woman agent general agency of American United Life in Chicago, believed to have been the first of its kind in the country, and was appointed general agent by that company.

## U. S. Secretary of Agriculture Talks

(CONTINUED FROM PAGE 1)

"Are we sticking to our guns?" he asked.

He spoke of the trend toward salaried employees in supervisory jobs and asked whether this may not be concealing higher commissions. He declared that for home office employees and salaried men to sell insurance is contrary to the best interests of the career man.

The issue of "mass selling" can only be resolved in the light of the best interests of the public. "We," he said, "think the public is best served by a permanent, career agency force—carefully selected career men using modern selling methods."

The public is more ready than ever for career men and is less ready for the poorly equipped, he said. "We must recognize that fact and use it."

### Registration Was 819

It was announced that the registration reached 819 and the women's attendance was put at 125-150. It was stated that a number of Chicago life insurance men went to the hotel to see officials representing their companies and they did not register. It was stated that the actual number in attendance ran between 950 and 1,000.

The last session of the convention was held Friday morning with President Dwight L. Clarke presiding. There were three speakers, their subjects being:

"Life With the Sherman Act" by Byron K. Elliott, Boston, vice-president and general counsel of John Hancock Mutual Life; "Coal and Our National Economy" by James D. Francis, Huntington, W. Va., president Island Creek Coal Co., and "Joint Dollars and Joint Defense" by George V. Ferguson, Montreal, Quebec, editor of the "Montreal Daily Star." All were unusually interesting.

The question arose among a number of members as to whether it would not be wise to conclude the annual session Thursday afternoon and not carry over any to Friday. Many members arrived on Sunday and attended either the legal or financial sessions Monday and Tuesday. General sessions began Wednesday. Whether it would be practical to crowd all the speakers into Wednesday and Thursday sessions is a question that would have to be decided. This year, however, it was noted that there was considerable weariness Friday morning. In addition to the regular meetings and those of the sections and luncheons, there are many side issues so that five days make a grueling path.

At the close of the meeting Friday morning, Isaac Miller Hamilton, chairman Federal Life of Chicago, made the motion to adjourn. That has become a fixed part of the proceedings. Mr. Hamilton and the late J. B. Reynolds, president of Kansas City Life, were the two prime movers in organizing the A.L.C. They agreed to send out the call for the first meeting. Mr. Hamilton gave some reminiscences of the disorder, vicious competition and bitterness among life companies which he said has been overcome by the organization. He referred with affection to T. W. Blackburn, first secretary, who was an Omaha attorney. He said that he had the job of starting the organization and he did it well. As an incident showing the trend of the times, he said that at the Pittsburgh meeting of agents of a leading company, the president announced with great glee that the company had captured the entire agency of a rival company at Boston. However, the Boston company was rather alive and captured the Pittsburgh agency of the company whose president did the talking. As a stem from the A.L.C., Mr. Hamilton and Winslow Russell, who was head of the agency department of the Phoenix Mutual Life, organized the Life Agency Officers' Assn. and the Research Bureau.

The executive committee met at luncheon following the last session Friday morning and then held a business meeting during the afternoon.

There is an annual custom that the retiring president presents the newly elected president a gavel which he can keep as a token of appreciation from the membership. Mr. Clarke did the needful in handing the gavel to the new president, R. B. Richardson, president of Western Life of Helena, Mont. He asked Mr. Richardson to carry on the rest of the proceedings. Mr. Richardson in his introductory remarks stated that he would show his appreciation of President Clarke by sitting down and having him complete the proceedings of the meeting.

President Clarke in his introduction of George V. Ferguson, editor of the "Montreal Daily Star," stated that he heard Mr. Ferguson speak at the annual meeting of the Canadian Life Officers' Association and determined then to get him for the A.L.C.

It has been the custom of the A.L.C. to have one prominent Canadian speaker who is not an insurance man. Each has contributed much to the information of the listeners. H. W. Manning, vice-president and manager of the Great-West Life of Winnipeg, was called on to present the Canadian speaker. He stated that Mr. Ferguson was executive editor of the "Winnipeg Free Press" for 20 years. He left two years ago to take his position at Montreal. He is a columnist and commentator in addition to his regular newspaper work. Mr. Ferguson stated that the relationship between the United States and Canada was the closest of any two nations. The second would be that of England and Scotland. Speaking of close relationship, Mr. Ferguson said that the children along border of the U. S. and Canada were unable to tell whether their fathers were Canadians or citizens of the United States.

# only STERLING

offers all this to  
general agents...

## TOP COMMISSIONS

Sterling pays you 60% on Lifetime Income A & H—\$53.40 on an \$89 initial premium. Sterling pays *bigger* commissions on *all* policies.

## POLICYHOLDERS LEADS

All current policyholders—thousands of them in each territory—enough leads to keep you busy for years. DAILY EXPERIENCE IN OTHER AREAS SHOWS SPECTACULAR RESULTS.

## PRODUCTIVE ADVERTISING

Biggest campaign in the insurance field... radio, national magazines, newspapers, millions of direct mail pieces... TO GET DIRECT LEADS FOR YOU.

## LIBERAL VESTED RENEWALS

Your stake in the future increases day by day, your income grows and grows because of the liberal vested renewals.

## WHOLE-HEARTED CO-OPERATION

Unsurpassed in the insurance business... complete, effective, PERSONAL, constant co-operation to help you build your business big and fast.

### Do You Know the STERLING of Today?

Over \$3,500,000.00 surplus for protection of policyholders.

Over \$5,000,000.00 cash benefits already paid.

400,000 Sterling-protected men, women and children.

Claim payment record second to none.

Recommended by Best's.

### ACT TODAY!

This is the kind of opportunity that comes along once in a lifetime. Sterling General Agencies are ready now in ILLINOIS, OHIO, IOWA, KENTUCKY, and MISSOURI... ready for the best men in the field, for men who have proved records of success and who are ambitious to step into big time with a proposition that means MORE MONEY today and for years to come. We have top value contracts in all popular forms of protection: life, commercial H & A, hospitalization, lifetime income, doctors bills. Write for full information in complete confidence. Address Mr. L. A. Breskin, President, Sterling Insurance Company, 737 N. Michigan Avenue Chicago 11, Illinois.



**STERLING** INSURANCE COMPANY  
CHICAGO

"as solid and genuine as its name"





# 1867 1947

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 80 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

## EQUITABLE LIFE of IOWA

Founded in 1867 in Des Moines



### A GOOD CONNECTION...

Starts with a good company.

Measure ANICO's standing by these 3 of its many features . . .

1. The largest measure of good American working independence.
2. An honestly "independent representative" agreement.
3. Remuneration scale outstanding by any standard of comparison.

Ask ANICO or any ANICO Representative.

OVER A BILLION *Now* \$1,500,000,000 INSURANCE IN FORCE

Write Vice President

## American National INSURANCE COMPANY

GALVESTON, TEXAS - W. L. Moody, Jr., President

## AMONG COMPANY MEN

### C. E. DeLong Retires; Mutual Benefit to Handle N. Y. City Collections at Newark

After 36 years with Mutual Benefit Life, C. E. DeLong has retired from active service. Since 1940, when the com-



C. E. DeLONG

pany established multiple agencies in New York City, Mr. DeLong has served as manager of the service and collection office, following years of experience as general agent and agent for the Mutual Benefit. Functions of the office will be shifted to the home office, under management of D. E. Slee, cashier of the service and collection office in New York since 1940.

A surprise luncheon honoring Mr. DeLong was given by his associates when tribute was paid to his years of friendly, helpful interest and service, by many of his former agents, New York City general agents of the company, and Vice-presidents Milo Wilder and W. A. Reiter representing the home office. His office staff presented roses and gifts the next day, which, officially was his last day at the office.

Trained for the teaching profession, with a Ph.D. degree from Syracuse University, Mr. DeLong began his career as a science instructor at Penn Military College, Chester, Pa., in 1907. A few years later, while teaching at Albion (N. Y.) high school, he became interested in life insurance and supplemented his teacher's salary by part-time selling with the Mutual Benefit's Syracuse office. He joined the full-time ranks in 1912 and two years later became district agent, serving until 1926, when he was appointed manager at Syracuse. It was in 1928 that Mr. DeLong with W. H. Beers became general agents in New York City for Mutual Benefit's largest agency, and three years later Mr. DeLong became sole general agent.

### H. M. Moore, Sun of Canada Mortgage Head, to Retire

H. M. Moore, assistant treasurer of Sun Life of Canada, who has had charge of the mortgage investments for over 12 years, will retire Nov. 30. He joined Sun Life in 1926 following its reinsurance of Cleveland Life, of which he was vice-president and secretary. His first Sun Life appointment was as manager of the Columbus, O., branch and in 1929 he became superintendent of agencies for the western United States division. Mr. Moore was placed in charge of mortgage investments in 1935.

J. A. Gray, superintendent of mortgages, will assume charge of mortgage operations after Mr. Moore's retirement. Mr. Gray joined Sun Life as loan office inspector for Saskatchewan in 1935

and later became manager of the loan offices at Regina and Toronto. He was transferred to head office in 1939.

Another appointment is that of A. O. Mackay, as associate superintendent of mortgages. Mr. Mackay joined the investment department in 1927. He was transferred to mortgage duties in 1933 and, through successive promotions became loan manager at Montreal in 1937. During the war, he saw four years active service as major with the Canadian Black Watch.

Other promotions arising out of the present changes include S. E. Briard, formerly loan manager at Winnipeg, who becomes loan manager at Montreal; E. T. Pollock, formerly loan manager at Hamilton, who now moves to Winnipeg; G. N. MacCallum, appointed loan manager at Hamilton; P. O. Wells, appointed loan manager at London, Ont.; D. T. Goodwin, named assistant loan manager, Toronto; C. R. Cummins, who becomes loan inspector at Edmonton; and W. L. Gilliland, appointed loan inspector at London, Ont.

### Name Union Central Agency Secretary, Publication Editor

Union Central Life has appointed H. L. Benken agency secretary and R. E. Sachs as editor of the "Agency Bulletin," the company's sales magazine.

Mr. Benken has been for 13 years in the agency department. After receiving his discharge from the navy in 1945 Mr. Benken returned to Union Central where he assisted the agency secretary on special assignments and served as substitute cashier in various agencies.

Mr. Sachs graduated from Indiana University school of journalism.

His first three years of college work were at Purdue, which he attended under the navy's V-12 training program. He also attended Notre Dame University's naval reserve midshipman school and the general line school at Hollywood, Fla. He served as an ensign on an L.C.I. in the invasions of Leyte, Okinawa and Iwo Jima.

### Continental Cal. Plans

Ellis P. Schmidt has been appointed resident vice-president in California for Continental Assurance, along with Continental Casualty, Transportation and the casualty and surety departments of National Casualty. Executive offices have been opened in the I. N. Van Nuys building, Los Angeles, and an additional service branch will soon be opened at San Francisco.

Mr. Schmidt graduated at Northwestern University in 1928 and since that time had been with Fidelity & Deposit at Chicago. He resigned recently as manager there of that company.

H. B. Bryans, president of Philadelphia Electric Co. has been elected a trustee of Penn Mutual Life.

## SALES MEETS

### Manhattan Life Holding Western Regional in Col.

General agents and agents of Manhattan Life from California, Colorado, Illinois and Michigan, who qualified for the 1946-47 Manhattan Club, are attending the agency conference at Colorado Springs this week. The first conference was held at Asheville, N. C., for eastern general agents and agents in attendance.

W. J. Schloen, Jr., Burbank, Cal., will receive the Manhattan Club trophy for leadership in paid-for volume. W. A. Vorhauer, assistant manager Chicago

branch, v  
leadership  
number o  
nel atten  
T. E. Lo  
and trea  
agency v  
man, chie  
assistant  
Margare  
departmen  
Springs a  
won the  
ducted an  
ers to sel  
the best l  
Life.

Americ

The an  
Home Li  
8-10 with  
and Dr.  
State Tea  
as speak  
tended. T  
successful  
President

Dean F

The Co  
ers Life  
sales com  
by about  
sas and n

La. Ag

The Lo  
ican Life  
lane is su  
convention  
near Bil  
Hilbert  
ducted a  
day. Ther  
Thursday  
when lea  
will speak

F a

HALF

RESS

PRO

OGN

U

ALF

S HA

ALF

ALF

ALF

ALF

ALF

ALF

ALF

ALF

ALF

ALF

ALF

## LIFE AGENCY CHANGES

### Metropolitan Makes 3 Managerial Shifts

Metropolitan Life has made two managerial shifts in Pennsylvania and one in New England.

L. M. Washburn, manager at Nanticoke, Pa., since 1940, becomes manager at Darby, Pa. He succeeds W. F. McNamee who has been transferred as manager to Philadelphia. C. J. Velon succeeds Mr. Washburn at Nanticoke.

Mr. Washburn graduated from Lehigh University, later doing post graduate work in actuarial mathematics at Columbia. He joined Metropolitan in 1924 as a field clerk in Wilkes-Barre, and subsequently was agent and assistant manager there. He was appointed a manager in 1935 in Sunbury, Pa. Before going with Metropolitan Mr. Washburn worked for Fitch Bond Co., as a bond statistician, for Paramount Public Corp. as manager of the statistical department, and for the Pennsylvania state workmen's insurance fund as general manager. He is a C. L. U.

#### Mr. Velon's Background

Mr. Velon was formerly a field training instructor in the home office. He joined Metropolitan as an agent in 1935 in Pittsburgh, later serving as assistant manager there until his promotion to field training instructor in Penn state territory.

James Di Blasio, formerly field training instructor for Metropolitan Life in New England, has been appointed manager at Calais, Me., to succeed G. W. Hopkins, who was transferred to Fall River, Mass.

Mr. Di Blasio attended the Bentley school of accounting and finance, after which he served as a bookkeeper in a hardware store and service station. He joined Metropolitan as an agent in 1932 in Wakefield, Mass. Four years later he was promoted to an assistant manager there and in 1945 was appointed a field training instructor.

### Loyal Protective Names Carey in Hartford Area

Loyal Protective Life of Boston has appointed John H. Carey, Jr., general agent in the Hartford territory, with offices at 10 North Main street, West Hartford.

Mr. Carey began his insurance career in 1940 with Shepard & Co., general agents for Aetna Life. He has been a leading producer since then and has qualified every year to attend the company's conventions. In 1942 he led Aetna Life in sales.

### In Charge at Uniontown, Pa.

Baltimore Life has appointed M. J. Coppola as staff superintendent in charge at Uniontown, Pa. Mr. Coppola joined the company as an agent at Greensburg, Pa., in 1944. For the years 1946 and 1947 he was president of the company's Century Club.

### Franklin Life Appoints 3

Franklin Life has made several appointments. S. R. Billings, formerly with Prudential, has been appointed special representative in Vincennes, Ind.

R. J. Hagin, who has for the past 10 years represented Metropolitan Life,

### Pittsburgh Supervisors to Meet

J. Kinner Blitz, Connecticut General Life, Pittsburgh, will talk on "What I Think of Management and What Management Can Do for Me" at the Oct. 20 luncheon meeting of the Pittsburgh Life Supervisors Club at Hotel Roosevelt.

has been appointed general agent in Davenport, Ia.

R. L. Dillinger, formerly with Aetna Life, has been appointed special representative in Allentown, Pa.

### Dillon to San Diego

James C. Dillon, formerly field supervisor of Forest Lawn Life, has been ap-

pointed manager at San Diego to succeed E. H. Graham, who resigned because of poor health. Before joining Forest Lawn, Mr. Dillon was in life insurance for 14 years, as producer and manager.

### Federal Life Tex. Shifts

C. B. Erwin, San Antonio general agent of Federal Life, has appointed John Q. Adams district manager for east Texas, with headquarters at Jacksonville, and W. G. Fritzler of Austin as district manager at Wichita Falls.

branch, will receive the trophy for leadership in combined volume and number of lives. Home office personnel attending the conference include T. E. Lovejoy, Jr., first vice-president and treasurer, V. W. Edmondson, agency vice-president, S. H. Ackerman, chief underwriter, Wendell Buck, assistant to the president, and Miss Margaret Callahan of the new business department, who is going to Colorado Springs as a guest of the company. She won the trip as a result of a poll conducted among her departmental workers to select the person who had done the best home office job for Manhattan Life.

### American Home "Roundup"

The annual "roundup" of American Home Life of Topeka was held Oct. 8-10 with A. R. Jaqua of S.M.U., Dallas, and Dr. D. L. McFarlane, president State Teachers College, Emporia, Kans., as speakers. About 60 producers attended. The meeting followed a highly successful president's month honoring President W. M. Hobbs.

### Dean Has Sales Conference

The Cecil K. Dean agency of Bankers Life of Nebraska held a two-day sales conference at Wichita, attended by about 20 agents from southern Kansas and northern Oklahoma.

### La. Agency Holds Parley

The Louisiana agency of Pan-American Life of which Miss B. B. Macfarlane is supervisor, is holding its annual convention at Edgewater Gulf Hotel near Biloxi, Miss.

Hilbert Rust of R. & R. Service conducted a one-day sales seminar Wednesday. There was a deep sea fishing trip Thursday and Friday is Officers Day, when leading officials of the company will speak.

HALF a CENTURY of  
**50th**  
Anniversary  
YEAR  
American Mutual Life Insurance Company  
FOUNDED IN 1897  
Des Moines, Iowa

OUR SIXTY-FIRST YEAR

*They Satisfy*

"BANKERS Life of Nebraska is the kind of company that fully realizes the mutual responsibility of man to company—and company to man. A man can expect no more than that—but he should expect that kind of relationship—and he gets it with Bankers of Nebraska. Any man, willing to pay the price with effort to reach his objectives, will find the answer with Bankers Life of Nebraska. I came to this Company because that opportunity existed. Today that opportunity has increased and it will continue to increase in the future."

(Quoted from a letter directed to the Home Office by Howard E. English, General Agent at Chicago.)

Ask any Bankers Life of Nebraska man what HE thinks about HIS future—and you'll see what we mean.

Home Office—Lincoln, Nebr.

**Bankers Life**  
INSURANCE COMPANY  
OF NEBRASKA

**The COLUMBIAN NATIONAL**  
LIFE INSURANCE Company  
BOSTON, MASSACHUSETTS

BUILT ON INTEGRITY . . . GROWING ON SERVICE

A NEW ENGLAND INSTITUTION

## REINSURANCE

OF ACCIDENT AND  
HEALTH LINES

Principal Sum and  
Weekly or Monthly  
Indemnity features  
Double Indemnity  
for Accidental Death

**EMPLOYERS**  
**REINSURANCE**  
**CORPORATION**  
KANSAS CITY, MISSOURI  
NEW YORK • CHICAGO • SAN FRANCISCO



**Our Maine  
selling point**

... today, as always, is friendly, efficient SERVICE.

It's true... we're not as large as many... yet can you judge on size alone?

We honestly strive to measure our stake in the kind of a job we do. And biggest and best... molding profits plus... are our gains in friendly service.

Thanks to our Field Force, gains have become a Union Mutual custom!

**UNION MUTUAL**  
*Life Insurance Company*  
**PORTLAND MAINE HOME OFFICE**

Roland E. Irish, President  
Harland L. Knight, Agency Vice-President



...LIFE • SICKNESS • ACCIDENT • GROUP...

## COMPANIES

### Squires and Trafford Retire as Assistant Comptrollers

Two assistant comptrollers of Travelers, Arthur C. Squires, who had general supervision of the comptroller's department in New York and Newark, and Herbert W. Trafford, who has been in the home office since 1914, have retired. Mr. Squires joined the companies in 1907 as payroll auditor at the old Madison Square branch. In 1908, he was promoted to branch auditor and in 1916, became an assistant comptroller. Prior to joining Travelers, he was with Fidelity & Casualty in New York.

Mr. Trafford joined Travelers in 1911 at the home office. In 1913, he was made cashier at Newark and the following year, returned to the home office as a traveling auditor. He was made an assistant comptroller in 1921.

### Postal L. & C. Takes Over American Union

KANSAS CITY—Postal Life & Casualty has taken over American Union Life of St. Joseph, which had assets of nearly \$2 million and insurance in force of \$6¼ million. Combined assets now total \$4¼ million, with \$18 million insurance in force.

E. C. Hargrove, president of American Union, will remain in charge of the St. Joseph office and become a board member of Postal Life. The merger has the tentative approval of the Missouri department.

### To Change to Mutual

A special meeting of policyholders of Progressive Life of Red Bank, N. J., will be held Nov. 10 to consider and act upon a plan of conversion to a mutual company. It has been in operation since 1934 as an assessment company. Its business is confined to New Jersey.

### Penn Mutual Honored for Movie

President John A. Stevenson of Penn Mutual received the bronze "Oscar of Industry" trophy for Penn Mutual's centennial motion picture, "A Century of Security," at the annual awards banquet in New York City. The presentation was made by Weston Smith, vice-president of "Financial World," which sponsors the awards.

## ACCIDENT

### Texas A. & H. Association Formed; Harlan President

In response to a call issued by Porter Bywaters, Employers Casualty, Dallas, member of the National Assn. of A. & H. Underwriters executive board, a representative group of accident and health men met at Austin, Tex., to form a state association. After Mr. Bywaters outlined the purposes of a state organization and the needs for such a group in Texas, it was voted to form a state association, and adopt a constitution and by-laws in harmony with those of other states.

These officers were selected: O. D. Harlan, National Travelers Casualty, San Antonio, president; John Bontley, Provident, Dallas, vice-president, and George Towns, Federal Life, San Antonio, secretary-treasurer. On the executive committee are Mr. Bywaters, Emerson Davis, Inter-Ocean, Dallas,

### Consider Close Corporations

MILWAUKEE—Richard H. Tyrrell, Milwaukee attorney, discussed "The Sale of Stock of Close Corporations" at the dinner meeting of the Milwaukee Life Insurance & Trust Council Monday.

## Policy Loan Issue Arises Under Pa. Community Law

HARRISBURG—Refusal of Penn Mutual Life to grant a policy loan under the new Pennsylvania community property law based on the belief that half the equity of the policy belongs to the wife of the applicant has resulted in a test case appeal to the state supreme court on the law's constitutionality.

Penn Mutual refused to grant the loan on the ground that the premiums have been paid in part with money that was the community property of the policyholder and his wife. The case was instituted by Mark Wilcox who had been assigned the policy by Shippen Lewis.

### Tower Club 1948 Plans

The next convention of the Tower Club of Northern Life of Seattle will be held at Seattle July 26-30, 1948.

Paul Sanborn, Employers Casualty, Fort Worth; George Parks, American Hospital & Life, Houston; L. L. Grove, Western Reserve Life; Herman Andrews, Business Men's Assurance; Dan McGrew, American Hospital & Life, Waco.

### McCreless K. C. Speaker

S. E. McCreless, president of American Hospital & Life, on his way back to San Antonio from Chicago stopped at Kansas City to speak to the Kansas City Accident & Health Assn.

### Must Install Medical Plan

Bloomington Bros., Inc., a New York department store, has been directed by a labor arbitrator to install a surgical and medical benefit plan for its employees with the cost to be borne entirely by the company. The store was also directed to change its sick-leave policy to increase the maximum sick-leave benefit from \$17 to \$25 a week for illnesses lasting longer than one week.

H. H. Nunamaker, Columbian National Life, Cleveland, president Cleveland Association, will address the Chicago Accident & Health Assn. at the La Salle Hotel Oct. 21 on "Change of Pace," giving the talk which made such a hit at the National association meeting at Boston.

## THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

*Insures  
The Whole Family*

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

E. R. DEMING  
President

L. J. SAYLEY  
Secretary

HOME OFFICE—SYRACUSE, N. Y.

Agents  
of M  
Says

CINC  
have to  
than the  
years, I  
THE NA  
declared  
Cincinnati  
Agents  
period w  
general  
the clo  
their ag  
not been  
agent's t

In th  
training  
part, he  
a trem  
trained  
back to  
340 men  
course  
Mr. Bur

Georg  
presiden  
pointmen  
the ensu  
National  
liance, a  
ship; W  
quet and  
Spiker,  
W. T.

Christm  
Mutual,  
Penn M  
dolph, M  
meeting  
tion of  
Central,  
Associat  
brought  
W. J.  
Mutual,  
Novemb  
nounced.

Mineh  
William  
ant to G  
cies No  
principal  
con meet  
eral Ag  
cussing  
and how  
with im  
and poli  
manager  
West Co  
dent, pre

Seattle

The Se  
its final  
on recr  
pant we  
Hoefflin  
nam, Jos  
D. F. Mo

Denver

The D  
Assn. ha  
dental L  
E. Childs  
president  
secretary  
K. Knuc

Gradu

SALT  
meeting  
brought  
bers and  
nates of  
managers  
under th  
rence, ch  
mittee. N

## AGENCY MANAGEMENT

### Agents Need More of Managers' Time, Says H. J. Burrridge

CINCINNATI—General agents will have to get back closer to their men than they have been in the past few years, H. J. Burrridge, president of THE NATIONAL UNDERWRITER COMPANY, declared at the first fall meeting of the Cincinnati Associated Life General Agents & Managers. During the plush period which is coming to an end, many general agents have gotten away from the close, day-by-day contacts with their agents, he stated. The men have not been getting as much of the general agent's time as they should receive.

In the period immediately ahead, training will play a very important part, he said. The trained man enjoys a tremendous advantage over the untrained man. It will be important to get back to fundamentals. Only 27 of the 340 men who took the Purdue University course have been lost to the business, Mr. Burrridge said.

George Vinsonhaler, John Hancock, president, announced the following appointments of committee chairmen for the ensuing year: T. W. Strange, Ohio National, program; G. W. Isgrig, Reliance, membership and good fellowship; W. T. Craig, Aetna, leaders banquet and laws and legislation; W. A. Spiker, New York Life, attendance; W. T. Earls, Connecticut Mutual, Christmas party; L. B. Scheuer, State Mutual, public relations; R. W. Angert, Penn Mutual, educational; G. D. Randolph, New England Mutual, annual meeting and seminar. He said the election of J. C. Benson, manager Union Central, as secretary of the National Association of Life Underwriters, had brought great distinction to Cincinnati. W. J. Nenner, general agent Penn Mutual, Cleveland, will speak at the November meeting, Mr. Strange announced.

### Minehan Speaks on Coast

William Minehan, executive assistant to Grant L. Hill, director of agencies Northwestern Mutual Life, was principal speaker Tuesday at a luncheon meeting of the San Francisco General Agents & Managers Assn., discussing the company's agency problems and how it was striving to meet them with improved service to field men and policyowners. William H. Hardy, manager home office agency of the West Coast Life, and association president, presided.

### Seattle Managers Meet

The Seattle Life Managers Assn. held its final panel discussion in the series on recruiting and selection. Participants were Robert Matthews, Walter Hoeftlin, Lloyd Harrison, Philip Putnam, Joseph Mulder and Paul Green. D. F. Moore was chairman.

### Denver Managers Elect

The Denver Life Agency Managers Assn. has elected Taft Barrow, Occidental Life of N. C., president; Charles E. Childs, Minnesota Mutual Life, vice-president; John Scripps, Mutual Life, secretary. Retiring president is Mason K. Knuckles, Mutual Benefit Life.

### Graduates Managers' Guests

SALT LAKE CITY—The October meeting of the Utah Life Managers brought out a large attendance of members and guests, including the 18 graduates of the school sponsored by the managers and conducted by members under the direction of Jack W. Lawrence, chairman of the educational committee. Ned H. Nelson, Beneficial Life,

president of the class, thanked the managers for inaugurating the course.

Clyde J. Summerhays, agency superintendent of Beneficial Life, reported on the receipts of the Managers' Magazine cup, on behalf of the Utah group at the N.A.L.U. meeting. President O. P. Kernodle accepted the cup on behalf of the association.

### Detroit-Windsor Officers

New officers of the Detroit-Windsor Cashiers Assn. are Kay E. Jackson, General American, president; Isabel Stine, Lincoln National, vice-president; Charles Shelton, Provident Mutual, secretary; Wave Addison, Union Central, treasurer.

## RECORDS

**NATIONAL OLD LINE**—Agents in September, birth month of President W. E. Darby, produced \$1,412,250 of business, a record for any single month. The 1947 goal is \$6 million.

**NATIONAL LIFE OF VERMONT**—September business \$8,270,146, up 1.67%. For the first nine months paid production was \$89,824,910, a gain of 11.68%. For September, gain in insurance-in-force was \$5,843,133, and for the year to Sept. 30 the gain was \$66,940,218.

**CONNECTICUT MUTUAL**—New business of \$162,862,885 for the first three quarters, or an increase of 2.6%. September production was 5% ahead.

**OHIO STATE LIFE**—The Columbus agency took first place in volume of insurance produced in September. R. G. Leuzinger is manager. The agency also is first for the year. Wayne Lewis and W. P. Lowes of the agency have qualified for the President's Club.

James Cooper, Jr., Newark, who joined the agency in July, was awarded a silver tray for having written insurance on more lives in a 10-day period than any other man in the agency. He won another silver tray for largest volume of insurance.

**UNION CENTRAL**—September sales \$7,762,247, highest September for 10 years and a 56% increase over average September production for past decade.

**RELIANCE LIFE**—Attained \$800 million in force, adding the latest \$100,000,000 in the past 18 months. Direct mail letters reached a new high in September, with 44,209 prospecting and appointment letters sent as a result of mailing lists submitted by agents. The company has averaged better than 5% returns on its prospecting inquiries and in three years direct mail leads have helped Reliance agents pay for \$22,924,862. This does not include collateral sales.

**FRANKLIN LIFE**—September new business over \$14,500,000 brought new sales to record high of more than \$116 million for the year to date. September showed a 13.4% increase.

## THERE'S LIFE IN THE BERKSHIRE

"Congratulations Bill! You have completed the Basic Training course. This card is awarded to you in recognition of your having passed all the requirements satisfactorily. Nice going!"

"Thanks! I really enjoyed every minute of it, especially the experience of actually selling right from the start. I've earned while I've learned."



Our Basic Training course is the initial step in the preparation of all new men for the Career of Berkshire Associate. Then follows the Intermediate and Advanced Training courses to give a well-rounded and thorough education in life insurance selling.

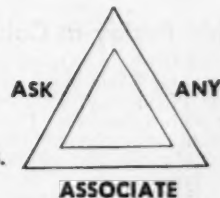
THE *Berkshire*

LIFE INSURANCE COMPANY

INCORPORATED 1851

HARRISON L. AMBER, President

PITTSFIELD, MASS.



## LIFE REINSURANCE

North American Reassurance Co.

LAWRENCE M. CATHLES, President

110 East 42nd Street

New York 17, N. Y.

## NEWS OF LIFE ASSOCIATIONS

### Dr. Huebner Awards C.L.U. Honors at Philadelphia

Dr. S. S. Huebner, president American College, was paid honors at the meeting Thursday of the Philadelphia Assn. of Life Underwriters as a pioneer of life insurance education. Clifford H. Orr, Philadelphia general agent of National of Vermont was congratulated by Lester S. Lamb, the incoming Philadelphia association president, on election as vice-president of N.A.L.U. Mr. Lamb also presented H. S. Baketel, Jr., general agent Union Central, retiring Philadelphia president, who introduced the speaker, Hubert E. Davis, production manager of Union Central at New York city.

Aaron C. F. Finkbinder, president of the Philadelphia C.L.U. Chapter, introduced Dr. Huebner, who awarded C. L.U. designations and gave a talk.

This was a joint meeting with the C.L.U. chapter.

President Lamb said the association is planning a series of regional meetings, the first of which will be held in November, in the Frankford area. Membership June 30 was 852, Mr. Lamb reported.

### Imig Honored on Election as N.A.L.U. Trustee

SHEBOYGAN, WIS.—Richard E. Imig, Sheboygan, recently elected national trustee of N.A.L.U. and past president Wisconsin and Sheboygan associations, was honored by a group of about 50 members of the state, Sheboygan and Manitowoc associations at the dinner here. Among state officers present were W. A. Pryor, Connecticut Mutual, Milwaukee, state president and chairman national affairs committee; Roman Vetter, Continental Assurance, Madison, and Harold Pettingill, New York Life, Beloit, vice-presidents, and Frank G. McNamara, Waukesha, Old Line Life, secretary.

### Ohio Parley at Columbus

COLUMBUS, O.—A national-state-local association conference was held here Wednesday and Thursday, closing with a luncheon Thursday in connection with the monthly meeting of the Columbus association.

Representatives of 24 Ohio local associations were in attendance. The National association was represented by Judd C. Benson, Union Central, Cincinnati, secretary, and Donald F. Barnes, director of research. Mr. Barnes was moderator at the conference. In the evening L. H. Feder of Cleveland, president of the state association, presided.

At the luncheon Thursday Mr. Barnes spoke on "Improving the Sales Atmosphere." Ben F. Hadley, president Columbus association, presided.

### TWO SPLENDID OPPORTUNITIES

For Successful Life Underwriters Desiring Agency Management Work on substantial Salary Basis with long established and highly successful organizations representing one of the most spectacularly aggressive and successful of the older life insurance companies. The Company with the highest paid sales organization in the country.

- I. To assist in presenting most saleable life and disability and annuity contracts to life and general insurance agents in Chicago area.
- II. To work with established agents in Sreater, Illinois area.

Write giving full information as to sales record, average income over past 5 years, age, educational background, and family. Address N-58, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

### Baumann in Indianapolis Talk Hits Mass Sales Trend

In the interest of the insuring public, it is the joint responsibility of the home office and field to maintain the agency system and earnestly to strive to lift to professional status all those engaged in it, said Jul B. Baumann, Pacific Mutual, Houston, president National Assn. of Life Underwriters, in a luncheon address at a meeting of the Indianapolis Assn. of Life Underwriters. He spoke out strongly on the menace of mass selling to the agency system.

C. C. Jones, general agent Connecticut Mutual Life, president of the Indianapolis association presided. Rex Rafferty, Indianapolis general agent for Pacific Mutual, introduced Mr. Baumann. The presidents, directors and committee chairmen of the 21 local associations of the Indiana State Assn. of Life Underwriters were guests.

Mr. Baumann and Executive Vice-President J. E. Rutherford conducted conferences with officials of the various local associations that morning and afternoon. L. B. Wilson, state association president, presided.

### Van Winkle Outlines Local and National Plans

SAN FRANCISCO—An outline of plans of the California Assn. of Life Underwriters—as well as National association—in combatting the trend toward writing mass or group life insurance for professional trade associations, was presented to the San Francisco association Thursday at a luncheon meeting by Kellogg Van Winkle, Los Angeles manager for Equitable Society and legislative chairman of the state organization. He also discussed the legislative situation and especially the new agency qualification law.

Wilfrid E. Jones, N.A.L.U. director of publications, and C. E. Cleeton, Los Angeles general agent Occidental Life and trustee National association, spoke. Mr. Jones on "What's Ahead for the Life Underwriter" and Mr. Cleeton on the increasing number of activities of N.A.L.U.

In the state conference Mr. Jones met with local organization officers in a "briefing" session.

### Quincy Hears C. of C. Man

James Riffe, executive vice-president of the Chamber of Commerce, spoke at the October luncheon meeting of the Quincy Life Underwriters Assn.

Frank Bettisworth, membership chairman, presented Charles Royalty and W. E. Finley, Jr., as new members. E. H. Cameron, home office representative of Occidental Life, Chicago, spoke briefly. Fred Cox, president, was elected a delegate to the meeting of the Illinois Assn. of Life Underwriters in Peoria Nov. 20-21.

President Cox announced that Newell C. Day, general agent of Equitable of Iowa at Davenport, will speak in Quincy Nov. 11 at a joint meeting of the association and all the service clubs and the Northeastern Missouri association.

### Home Towners Fete Fisher

WASHINGTON—Edgar Mears, president of Union Life of Richmond, will address District of Columbia Life Underwriters Assn. Oct. 23.

A dinner to H. Cochran Fisher, Aetna Life, recently elected as a N.A.L.U. trustee, was given by the past presidents' committee. John D. Marsh, Lincoln National, presided as chairman. Special guests included R. B. Coolidge, vice-president of Aetna Life, and Eugene Thore, general counsel Life Insurance Assn. of America.

Pittsburgh—N. H. Weldner, Reliance Life, will address the Fayette County

branch Oct. 14. John H. Coles, Home Life, will talk before the Washington branch Oct. 15 and Frank Buscanics, Colonial Life, before the New Castle branch Oct. 16.

Minneapolis—A joint meeting with the St. Paul association will be held here Oct. 17 to hear Jul B. Baumann, N.A.L.U. president.

Des Moines—Rudolf Leitman, New York Life, Detroit, speaks on "Debunking a Million Dollar Producer," at the Oct. 17 meeting.

Richmond, Va.—Clifford H. Orr, National Life of Vermont, Philadelphia, N.A.L.U. vice-president, said life insurance is the only answer to the average person's plans for creating and building up an estate. He emphasized that it behooves agents to get the right mental attitude. Instead of merely thinking of selling insurance, they should be thinking of the different kinds of ways it may be sold to suit individual needs.

Paul Speicher, R. & R. Service, will speak at the November meeting.

San Jose, Cal.—Procedures and methods employed by trust departments of banks in handling and conserving estates and using life insurance proceeds, were explained by Merl McHenry, trust officer Bank of America, San Francisco.

Montreal—John R. Hastie, manager of Mutual Life at Chicago, spoke at the luncheon meeting Wednesday.

Cincinnati—The speaker at the opening meeting Friday is Alden Palmer, R. & R. Service, on "Why Get Excited About Our Business." The association has prepared a booklet giving the program for the year, listing the speakers, a brief sketch of each and their topics.

C. P. Dawson, New England Mutual, New York, will speak on "Whom to Sell," Nov. 21; R. C. Miller, Connecticut Mutual, Cincinnati, "What to Sell," Dec. 19; J. H. Krull, Prudential, St. Louis, "How to Sell It," Jan. 16; J. B. Baumann, N.A.L.U. president, "What Your Association Means to You," Feb. 20; D. B. Fluegelman, Northwestern Mutual, New York, "Simple Business Insurance," April 16; speaker of national prominence June 18. The sales congress is slated for March and the summer outing May 21.

W. B. Hardy, New England Mutual, is

program chairman, and W. Henry Blohm, general agent Provident Mutual, president.

Portland, Ore.—Verne C. Gilbert reported on the Boston N.A.L.U. convention and C.L.U. designations were presented to Golden Graham, State Farm Life, and Alfred F. Parker, New England Mutual Life.

San Antonio—B. A. Wiedermann, national committeeman, spoke on the N.A.L.U. Boston convention. He praised the program to eliminate discrimination with regard to life insurance income and estate taxes and expressed the hope that certain present regulations will be corrected.

Detroit—At a luncheon meeting Oct. 30 M. M. Matson, Mutual Benefit Life, Cleveland, will speak on "Getting Back to the Fundamentals of Selling." It will be the same address he presented at the N.A.L.U. convention in Boston.

St. Louis—Frank L. McFarlane, Northwestern Mutual, Cleveland, spoke at a luncheon meeting on "Professional Life Underwriting."

Missouri—Midyear meeting will be held in St. Joseph, on October 17-18, at the Robidoux Hotel. The business meeting will be Friday. On Saturday there will be a sales congress sponsored by the St. Joseph association.

### A. B. Wood at Los Angeles

President Arthur B. Wood of Sun Life of Canada, accompanied by Mrs. Wood, attended meetings of Los Angeles branch and a dinner in the evening. Attending in addition to Mr. and Mrs. Wood, were C. S. V. Branch, retired vice-president of the company, now residing in La Jolla, Cal., and Mrs. Branch; H. S. Standish, and Ray H. Finger, retired Los Angeles managers, and their wives; W. H. Attiberry, Indianapolis manager; L. A. Kyes, manager at Lansing, Mich.; A. C. Caughtry, Pacific Coast superintendent, and H. U. Banks, agency assistant for sales procedure, at the home office.

**OPPORTUNITY UNLIMITED**

1. Liberal First Year Commissions.
2. Vested Renewals Unsurpassed.
3. Bonus on Quality Business.
4. Personalized Home Office Service.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: E. Dudley Colhoun, Superintendent of Agencies.

**Shenandoak Life**  
**INSURANCE COMPANY, INC.**

ROANOKE 10, VIRGINIA • PAUL C. BUFORD, PRESIDENT

sent, families this wo statisti sumption average

Citing ing exa as a com Jenkins it was sales fr freely a offered. very h resemble of the from th low.

only af veals a strong, adequa service let only sary ca to pro result

turnove set-up, turn fo tomobil realize their r busines

MINI

Mini market problem sales of ties am census countie ted to more s addition accurac sales v predict future force b This la are the appear produ purcha store i suranc success lected.

Whi operati larly th to sup source selves times indices their c years Possib

Disc of this accum per fu such a ning a produc popula ing of poor. same per fu urban running 'busine cities those courag set ou

## MUCH INTEREST IN TWO A. L. C. TALKS

(CONTINUED FROM PAGE 1)

sented, and present service offered these families by competitive outlets—and all this would be thrown against known statistics of average annual food consumption for families of that size and average income level.

Citing the automobile field as a striking example of use of market research as a controlling factor in the development of distributive organization, Mr. Jenkins recalled that 20 or 30 years ago it was the custom to pass out new car sales franchises quite freely—almost as freely as the agent's franchise is now offered. Mortality among dealers was very high. The floating dealer force resembled the floating life agency force of the '30s and the average earnings from the new sales franchise were very low. Today a dealer franchise is let only after study of market statistics reveals a market adequate to support a strong, profitable dealership providing adequate and satisfactory sales and service facilities. Then the franchise is let only to the individual with the necessary capital and the business know-how to provide such a strong outlet. The result has been a much lower dealer turnover, a much stronger distributive set-up, and a much higher average return for each franchise let. Most automobile manufacturers have come to realize that protecting the solvency of their retail outlets is just plain good business, said Mr. Jenkins.

### MINIMUM BASIS

Minimum essential figures needed for market research to control the turnover problem, said Mr. Jenkins, would include sales of new ordinary business by counties and by large urban centers and a census of full-time agents by these same counties and urban centers, perhaps limited to agents under contract one year or more so as to save statistical work. In addition, there should be a reasonably accurate series of correlations of new sales with economic factors, to allow prediction within reasonable limits how future sales will run and insurance in force by counties and by urban centers. This last point is not wholly essential, as are the first three points, but it would appear that because insurance is a product which is not consumed and each purchase theoretically adds to the total store in use, knowledge of the total insurance in force might be necessary for successful interpretation of data collected, said Mr. Jenkins.

While it might be a fairly expensive operation for some companies particularly the larger ones to equip themselves to supply this data to some central source, the cost of so equipping themselves would certainly be repaid many times over if they used these market indices for more effective control of their expenses of distribution over the years ahead, he said.

### Possible Uses of Data

Discussing some possible uses of data of this kind, Mr. Jenkins assumed that accumulated figures showed the share per full-time agent in a given market such as Washington, D. C., to be running around \$50,000 of new ordinary production, that they showed that the population and buying power were falling off sharply and the forecast to be poor. Suppose, too, he said, that at the same time figures showed the share per full-time agent in some 25 other urban centers throughout the country running above the \$100,000 mark, with business conditions in most of these cities quite promising. Certainly under those circumstances it would take a courageous local manager to attempt to set out on a new recruiting drive in

Washington. A prudent manager would be likely to decide that the return from new recruits would be low and that the best of his management ability and time should be focused upon stabilizing, helping, and protecting the clientele or markets of his already going agents, said Mr. Jenkins.

On the other hand, the manager in an area where the share per agent is running upwards of \$100,000 per man might quite prudently conclude that the market was such as to make recruiting a plausible undertaking for well-selected and well-trained men.

"Would not forces like these working on local managers throughout the country act quickly to correct any excessive local market pressure and any demoralization among the agents in a given locale?" he asked. "Would it not be a most helpful guide to the general agent in governing his investment and protecting him against loss? And would not we ourselves be highly conscious that added recruiting pressure in Washington, D. C., could only mean higher turnover, greater irritation for the public, and probably substantial loss to ourselves?"

### Need to Define Sales Unit

Discussing another aspect of market research, Mr. Jenkins said that in the steel business, the unit of market is the fabricator or contractor. In the grocery business, it is the consumer families in a given convenient area. In the milk business, it is the families to a certain length of route, etc. Almost every other business has a measurable basic unit of market which, when statistically analyzed from one angle or another, throws light on the whole distributive problem and even the production and investment problems.

"But in the life insurance business there is little or no knowledge of what our basic market is. How does the successful agent piece together a market or clientele? How much prospect fodder does it take to keep him going successfully? he asked. Why is it that one agent builds his market one way and another agent builds it another way? Is there an easy course and a hard course, and shouldn't companies be able to teach the easy course? Why is it, although we know the new man's success is wrapped up almost wholly in the question of whether he can find a market, that recruiting consists largely of finding a likely man and then vaguely hoping he has a market he can bring to the company? Why can't life insurance, like other businesses, find out first where there is a market needing its services and then recruit the man for that specific market? Why is it that when an agent dies, perhaps after 10 to 20 years of faithful service, the market which his company has paid him perhaps as much as \$100,000 to \$200,000 to build for it over the years appears simply to disintegrate as a future workable unit for an agent, and that it is rarely possible for us to find and place another agent in that market who can both fully capitalize on the previous agent's good will and protect the company's investment in that market?"

### "SADLY LACKING"

"Here is a most absorbing series of problems the answers to which are sadly lacking," he said. "To state the importance of such research bluntly, I frankly believe our teaching of prospecting and market building today is so elementary as to be shameful, and our selection and training of manpower without much sharper reference to the all-important question of markets and

market-building potential involved, leaves very, very much to be desired."

Referring to the low average earnings and extremely high turnover of a very large segment of the agency forces, a condition which he characterized as "normal" for agency operations throughout the years, Mr. Jenkins conceded that circumstances beyond management's control have moderated this problem temporarily but that "when we say that circumstance has brought about all this change, rather than our management, it leaves a great deal to be desired."

Mr. Jenkins pointed out that terminations of full-time contracts in each calendar year during the '30s ran from 34 to 40% or more of total contracts in force at the beginning of each year. Likewise, new contracts entering during the course of the year ran from 30 to 38% or more of total contracts in force at the beginning of the year. This meant that scarcely more than a third

of the total full-time agency force was stable, and that the rest of the total contracts constituted a vast floating army which, he estimated, would number well over 75,000 men at any given time.

These men went in and/or out, "leaving behind them their hopes, their ambitions, frequently their meager savings, and almost always their respect for us." Because they outnumbered virtually two to one that smaller group of agents whom the business had succeeded in stabilizing with a reasonable income, statistics of average earnings for the entire agency force were at best shameful, he said. The 27 companies reporting to the TNEC on their agents' earnings revealed that nearly 75% of their agents earned less than \$1,000 and only 10% earned more than \$2,500. That was for the calendar year 1938.

Managers were unmindful of or callous toward this problem of low earnings and high turnover, said Mr. Jen-

## PROMPT SERVICE

with Complete Brokerage Facilities

DOUBLE FAMILY INCOME BENEFIT (\$20 monthly income per \$1000)

MORTGAGE REDEMPTION PLANS—geared to F.H.A.

PENSION TRUSTS—with Life Insurance or 100% on Deferred Annuities

INSURANCE ON SELECTED DIABETICS

UP TO \$200,000 SINGLE PREMIUM on Life, End. and Annuity Plans

LOW TERM RATES on 5, 10, 15, 20 year and One Year Renewable Plans

FAMILY INCOME TO AGE 65—also regular 10, 15 and 20 year F.I.B.

FOREIGN TRAVEL and RESIDENCE COVERAGE

PARTICIPATING and NON-PARTICIPATING RATES

INSURANCE IN FORCE 969 MILLION DOLLARS  
(Including Deferred Annuities)

ASSETS, 330 MILLION DOLLARS

THE  
**MANUFACTURERS**  
INSURANCE **LIFE** COMPANY

HEAD OFFICE • TORONTO, CANADA

1887—DIAMOND JUBILEE YEAR—1947

An Emblem



of Distinction

Sound business management and very low mortality have given Lutheran Mutual the distinction of being one of the very lowest net cost companies in the United States.

Inquiries, regarding agency openings, are invited from Lutherans.

**LUTHERAN MUTUAL LIFE INSURANCE COMPANY**  
Waverly, Iowa

kins. It developed and used better selection tools, better training tools, and advanced methods of supervision—all in an effort to improve the quality, hence the earning ability of agents. Some even tried paying salaries, although many weren't sure whether the sound process was to pay salaries to cure low earnings on whether it was best to cure low earnings so they might be warranted in paying salaries.

While these tools were helpful, analysis of available data indicates the need of something more to correct the problem of the floating agency population, Mr. Jenkins said. In support of this statement he used figures based on the only extended study that is available, the L.I.A.M.A. study of 35 companies that has been carried on since 1934.

These figures indicated that, assuming 10% of the business to have been written by brokers, the volume per full time was as shown in the following tabulation, which also gives the number of full-time agents and the full-time agents' termination rates.

Year	Full-Time Agents	Volume Per Agent (Rounded)	Full-Time Agents' Termination Rates
1934	33,362	54,000	
1935	31,374	59,000	
1936	28,859	64,000	
1937	27,524	71,000	
1938	27,439	65,000	
1939	26,072	65,000	
1940	25,149	66,000	37%
1941	22,991	80,000	34
1942	20,188	82,000	33
1943	16,763	110,000	31
1944	16,571	132,000	20
1945	17,084	142,000	18

\*(Est. up to 40% or more.)

Mr. Jenkins pointed out that the number of full-time agents shown is of a given date during each calendar year, an important point to remember, since turnover for all companies was extremely high during the prewar years. The number of agents is a static picture of agents under contract as of a given date and ignores the 34 to 40% or more of terminations. The volume per agent column ignores these turned-over agents and divides the number of agents into the volume written by all full-time agents.

### MANY IMPOVERISHED

Observing that the years 1934-41 inclusive were a period of virtually constant sales, Mr. Jenkins said that in 1934 the companies had 33,362 agents under contract, or \$54,000 for each agent under contract on the census date, and that since some agents were making a good living there must have been a very large segment who were making a very poor living or no living at all.

Though exact figures are lacking, it is reasonable to suppose that in order to show 33,362 full time contracts in force on a given census date these companies had probably recruited from 10,000 to 12,000 men a year and had terminated somewhat more than that, he said. The same thing probably went on for the next seven years of almost constant volume but because the average production per man did not sustain the bulk of this new recruitment at a living wage, this vast recruiting effort was a losing battle, he said, for by 1941 there were not 33,000 full time agents but 23,000.

"To me this is not a comforting pic-

ture from the standpoint of prudent expenditure of agency dollars, from the standpoint of sound management, and above all, from the standpoint of the welfare of the agent," said Mr. Jenkins. "There is little in this picture to suggest to me that we agency managers were warranted from the expense standpoint, from a service-to-the-public standpoint, or from the welfare-of-the-agents standpoint in continuing that great effort to build agency forces in a market which was virtually stagnant. That the effort was economically unsound is shown by the fact that economic forces slowly wiped out the effort. Forces working in spite of us were making us adjust our distributive machinery to a level at which the individual agent could survive. And those forces in spite of us trimmed our agency operations to the point that the average agent's share reached \$80,000 of ordinary production a year in 1941.

By 1941 manpower shortages cut down volume of recruiting and stepped up the self-elimination of marginal and low-grade producers. Circumstances drove the agency force down another 28% in five years. Moreover, during the last two years volume moved sharply up so that the share per agent moved from \$80,000 to \$142,000, or better than 75%. Remember that these assumptions in this table are conservative. If accurate figures were available, Mr. Jenkins thought they would show at least a doubling of average production per agent in these years alone. The inevitable effect of this sharp improvement in the agent's welfare is that the termination rate tumbled at an astounding speed, and at the end of the period reached not only an all-time low but reached a termination rate of which any industry employing only salaried people could well be proud, he said.

Mr. Jenkins said he wondered if the experience of the five war years as contrasted with the painful and costly adjustment of the seven long prewar years suggests the need of some form of controls or guidance in the matter of expansion or contraction of the distributive force under varied market conditions.

"The picture shows all too clearly that the only controlling force in this matter over these seven years was the ambition and the expansionist philosophy of our sales management, which—while laudable—leaves something to be desired in terms of prudent business management. Some other guiding factor is needed."

### Steele Retiring After 42 Years

Duncan R. Steele, former loan inspector, is retiring from Connecticut Mutual Life after 42 years. He has had general supervision of farm loan investments in Iowa and Nebraska.

## FRATERNALS

### Royal Neighbors Campaign Produces 17% Gain

The key membership campaign of Royal Neighbors, Rock Island, Ill., which ran for a year, closed successfully Aug. 31 with new insurance issued amounting to \$25,682,650, a gain of \$3,785,150 or 17.29% over the preceding 12 months and exceeding quota by \$6,132,650.

Theme of the campaign was "Royal Neighbor Life Insurance—the Key to Security, Happiness and Contentment." Territories of the 27 state supervisors went over the top and the supervisors qualified for the State Supervisors Honorary Key Club. Nine state supervisors qualified for a special group by exceeding their quotas by one-third or more. They are Mrs. Tillie Albrecht, southern Illinois; Mrs. Gertrude R. Hoople, Indiana; Mrs. Daisy C. Heath, Michigan; Mrs. Mae E. Moore, Missouri;

Mrs. Alma L. Snyder, Nebraska; Mrs. Josephine A. Long, North Dakota; Mrs. Lois Muegge, Oklahoma; Mrs. Eva V. O'Donnell, South Dakota, and Mrs. Margaret Weise, Wisconsin.

Leading district deputies were: Mrs. Margaret M. Konchina, Illinois, \$448,500; Mrs. Gladys Tolliver, Illinois, \$388,500; Mrs. Emma E. Rishling, Nebraska, \$363,000.

### N. J. Junior Order Elects Stockton State Councilor

ATLANTIC CITY—The New Jersey organization of Junior Order United American Mechanics held its annual meeting here and elected Sherman B. Stockton of Palmyra, N. J., as state councilor, succeeding W. K. Mann, Highland Park.

Other state council officers chosen were: W. T. Pearson, Newark, vice councilor; C. H. Michaelson, Trenton, secretary; A. H. Schaefer, Rahway, treasurer; M. C. Thompson, New Egypt, conductor; O. G. Combs, Asbury Park, warden; C. R. Wehrle, Newark, inside sentinel; Harry Natalo, Bridgeton, outside sentinel. Atlantic City was chosen for the 1948 meeting.

### Fidelity Sets Production Record in September

Fidelity Life of Fulton, Ill., in September had record new life production of \$748,000, which was \$100,000 more than the previous all-time high record made in July and 50% increase over September, 1946.

O. W. Pankratz of Kansas, new district manager, set a new record for personal production with \$70,500 new business in September.

Sales were heaviest in Iowa, Kansas and Wisconsin. Wage earners and farmers accounted for a large percentage of the sales. W. C. Below, president, stated. Agents report these classes have a higher spendable surplus than many other groups.

Total new life insurance written in the first nine months amounted to \$4,643,850, increase of 14.7% over the same period last year.

### Vojir Neb. Congress Head

OMAHA—Joseph Vojir of Omaha Oct. 9 was named president of the Nebraska Fraternal Congress at the annual meeting. He is Douglas county election commissioner and a supreme councillor for Catholic Workman Life. He succeeds Mrs. Julia Sanders of Omaha.

Other officers are: Archie C. Schwenker, Lincoln, first vice-president; Mrs. Ollie G. Estes, Lincoln, second vice-president; Raymond McGrath, Omaha, third vice-president, Mrs. Ruth K. Marhenke, Omaha, reelected secretary-treasurer.

The 1948 convention will be held here.

### Aid Assn. Has Increases

Aid Assn. for Lutheran's new business volume in September was \$4,365,922, compared to \$4,214,313 in the same month last year, and for the first nine months the total was \$38,919,330, against \$38,192,271 in the same period of 1946.

The September new business was composed of \$3,252,822 adult and \$1,113,100 junior production. The A. H. Blankenburg agency of Wisconsin led in September with \$276,005 and the E. H. Neumann agency of Minnesota for the nine months with \$2,475,130. G. V. Krampien of the Nebraska agency led individually in September with \$110,250.

### Maccabees Names Mrs. Moss

DETROIT—Mrs. Ulma Moss has been appointed assistant to the president and supreme junior director of Maccabees. She has been a member of the Michigan field staff for 15 years.

## YOUR CHOICE Of the following PREFERRED RISK POLICIES

ORDINARY LIFE  
20 PAYMENT LIFE  
ENDOWMENT AT 65  
LIFE PAID UP AT 65  
Minimum Amounts \$2,500

\* \* \* \*

General Agency Openings in  
ILLINOIS — INDIANA — MINNESOTA

## RELIANCE MUTUAL LIFE INSURANCE COMPANY

of Illinois

NORMAN B. ANDERSON, Supt. of Agents

105 W. MADISON STREET

CHICAGO

An Old Line Legal Reserve Company

## PROTECTED HOME CIRCLE

SHARON, PA.

FOUNDED IN 1880

A Legal Reserve Fraternal Insurance Society

S. H. HADLEY, Supreme President

L. D. LININGER, Supreme Secretary

SHARON, PA.

## Reach Compromise on Term Riders

(CONTINUED FROM PAGE 1)

required when it is a separate policy, but which required non-forfeiture values when it is combined with another policy. Values on these riders would mean that with each combination of the rider with a basic policy, new sets of values would have to be figured. This would be such an impossible administrative task as to eliminate the riders, entirely, the company men argued.

Leader of those objecting to the Hooker report was Walter O. Menge, vice-president of Lincoln National, who had originally pushed the fight in the meeting of the Hooker committee two days previously at Chicago. He said that providing supplemental term was good from all points of view and that the problem of giving values is complicated. Under the Hooker committee interpretation, the policyholder would not know where he stood. The problem of loans would be greatly complicated. It was the original intention of those who framed the Guertin law to exempt from value requirements any supplemental term which decreases regardless of whether the decrease is gradual or at one time, he maintained.

### Plan War Clause Study

The commissioners and industry representatives were also concerned with war clauses which resulted in the final suggestion by Commissioner Allyn of Connecticut that the commissioners and the industry undertake a serious study of status and result clauses for conscripts in the face of increasing evidence that military conscription is an eventuality. Mr. Allyn presided as chairman of the committee with a genial but firm hand, held speakers down to reasonable time limits and weeded out comments which were non-pertinent.

Most pregnant question was whether companies are justified in paying claims on which there were war clauses during the past war. Horace R. Bassford, vice-president and chief actuary of Metropolitan, commented that companies could abrogate war clauses if they were promised there would be no more wars, but to pay claims for the past war would

have the effect of causing people to take much more insurance than they need during wartime, figuring that the war clauses would not hold.

It was the position of Commissioner McCormack of Tennessee, speaking not as a committee member but from the floor, that after any war on which mortality experience is as favorable as in the last one, war claims should be paid.

Commissioner Johnson of Minnesota asked whether application of the status clause to military personnel behind the lines is equitable. It was brought up that there are no restrictions presently, the war clauses are off, and in case of the reinstatement of compulsory military training, it is doubtful if any companies would apply war clauses and writing would be unrestricted with no selection until a war officially began. It was admitted by all that the training of aviators presents extra mortality hazard which still remains to be worked out.

### GROUP DEFINITION

On another score, James E. Rutherford, executive vice-president of National Assn. of Life Underwriters, put into picturesque language, the feelings of his association and also the evident feelings of Commissioners Harrington of Massachusetts and McCormack, when he said that the group definition in the all-industry bill is so broad that "you can drive a 10-ton truck through section 4 and never touch top or sides."

Mr. Rutherford reported that field forces are very much disturbed because companies have so overstepped the employer-employee definition in writing group insurance and said that this is the foremost problem before producers today. He named specifically four large cases which in his opinion are violations: The Armed Forces Mutual Benefit Assn. case written in Equitable Society; the Manufacturers Trust Assn. master plan for banks handled jointly by Equitable and Metropolitan; the American Society of Accountants written by Prudential and Equitable Society, and the California Dental Assn. in Great-West Life.

He seconded the recently enunciated suggestion of Jul B. Baumann, president of N.A.L.U., that the producer and company organizations get together with the commissioners to determine just how far a company can go in writing group.

### Fictitious Groups Being Written

Commissioner McCormack concurred that the group definition is ambiguous as did Commissioner Harrington, who said there were many fictitious groups being written. Both objected to extension of group insurance to trade groups, and Mr. McCormack said that payment of the same rate by employees in entirely different industries, yet within the same group program because the industries are affiliated, is one of the things that will lead to rate making in life insurance. It is unfair to those in less hazardous occupations, he said.

It was Commissioner McCormack's contention that some way should be devised of letting the employee pay all of the cost of his group insurance if his employer finds it impossible to continue the coverage. The provision that the employee can convert to an ordinary form is of no value to an employee who can't stand the "freight" in a time of chaos, he maintained.

Commissioner Allyn asked him to submit his suggestion in writing. Harrington said that Massachusetts permits this practice in the case of group A. & H. and that all states should do so.

Harrington, who was also speaking from the floor, charged that group permanent is not pushed by the companies the way it should be and that many buy group insurance without realizing that

it is term insurance. This was in line with a suggestion by McCormack that group life be labeled "non-convertible group term."

Albert Pike, Jr., actuary of L.I.A., explained that there was little group permanent in force because it is a new concept and its tax status is still in doubt. He said within the year there should be some decisions in Washington as to whether group permanent will allow an employer a deduction and whether it is immediately taxable to the employee. In answer to a comment by Commissioner Thompson of Oregon that there was no reason why government groups could not be written, Mr. Pike said there is nothing to prevent this being accomplished if the various governments will play the role.

McCormack wants conversion privileges limited to \$5,000 of group life. This, he said, would knock out the excessive coverage on some of the top executives for the firm who, because they were uninsurable, originally influenced installation of the coverage.

Mr. Rutherford's final comment was that he has been shocked to learn that in the case of several large companies, top management is not aware of the large group contracts into which their company enters. There is a great lack of home office coordination in regard to group matters, he said.

Allyn remarked that "many of the problems which have been discussed here today are properly within an area that should be considered by field men and management rather than by the commissioners."

### Regional Parley in Cal.

LOS ANGELES—W. E. Jones, director of publications of N.A.L.U., conducted a regional conference here of the California Assn. of Life Underwriters and local associations in southern California.

In attendance were: President Arthur Huey of the Arizona association, Phoenix, with two members of his board; Jack Hines, Sacramento, executive secretary of the California association; Owen Woodruff, president Nevada Assn., and presidents or other officers of 12 local associations.

President W. K. Murphy of the California association presided. Mass selling of life insurance was a big topic, the discussion hinging on the proposed plan

for members of the Southern California Dental Assn. It was stated that the state and local associations held the plan to be in contravention to the group insurance sections of the insurance code, but that, because of the method of operation of the plan, the California department had ruled there was nothing in the code that made it illegal.

### Conference at Pittsburgh

The Pittsburgh Life Underwriters Assn. was host to the National-state association conference for local association officers. Presiding were Donald F. Barnes, N.A.L.U. director of research; Norbert H. Weidner, Reliance Life, Pittsburgh, and Winston P. Emerick, New England Mutual, Johnstown, vice-presidents of the Pennsylvania association, and Steacy E. Webster, Provident Mutual, Pittsburgh, chairman of the N.A.L.U. committee on public information.

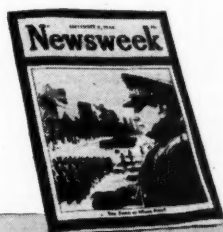
Nine associations were represented at the conference: Allegheny-Kiski Valley, Altoona, Erie, Indiana county, Johnstown, McKeon county, Mercer county, Westmoreland county and Pittsburgh. Three branches of the Pittsburgh association were also represented, Fayette county, Beaver Valley and Butler county.

### A. L. C. JOTTINGS

James D. Francis, president of the Island Creek Coal Co. and the Pond Creek Pocahontas Co., Huntington, W. Va., spoke in glowing terms of his former West Virginia associate, Robert L. Hogg, now executive vice-president of the A.L.C., in addressing the A.L.C. convention at Chicago. He said the Hogg family is very prominent in West Virginia and referred to Mr. Hogg's father as a man of high eminence.

President Dwight Clarke entranced everyone by the finished introductions that he gave to each speaker. He was finished in his language, not unduly effusive, but he made his presentation in a masterful way.

Judge Byron K. Elliott, vice-president and general counsel of John Hancock Mutual Life, who gave a valuable paper on "Life With The Sherman Act," was formerly manager and general counsel of A.L.C. Claris Adams, who held the same position prior to Judge Elliott, was president last year and gave a most impressive address, one of the greatest ever given before that body. Both men came from Indianapolis. Herbert Woollen of the American United Life recommended Claris Adams for the post and he was so successful that when he resigned Mr. Woollen was called on to repeat. He then recommended Judge Elliott.



**NEWSWEEK**  
...WORLD NEWS  
IN ALL ITS VARIETY

Movies, to medicine, personalities to politics, drama to diplomacy, Newsweek appeals to every variety of interest.

**VARIETY IS THE SPICE OF LIFE... Insurance selling, too!**

### MULTIPLE LINES

**LIFE AND ENDOWMENTS**

Annual—Single Premium

**SALARY SAVINGS**

**ANNUITIES**

Annual—Single Premium

Immediate & Deferred

**PENSION TRUSTS**

**GROUP**

Comprehensive Coverage

**ACCIDENT & HEALTH**

Hospitalization

**YOU'RE ALWAYS IN BUSINESS WITH**

**GENERAL AMERICAN LIFE**  
INSURANCE COMPANY

WALTER W. HEAD, Pres. St. Louis, Mo.

# "Nothing Better in Life Insurance"



**MUTUAL TRUST LIFE**  
**INSURANCE COMPANY**

*Chicago*

# ACTUARIES

## CALIFORNIA

Barrett N. Coates Carl E. Herfurth  
**COATES & HERFURTH**  
 CONSULTING ACTUARIES  
 620 Market Street 437 S. Hill Street  
 SAN FRANCISCO LOS ANGELES

## ILLINOIS

**DONALD F. CAMPBELL**  
 and  
**DONALD F. CAMPBELL, JR.**  
 Consulting Actuaries and Public Accountants  
 188 W. Randolph St., Chicago 1, Ill.  
 Tel. State 1336

**WALTER C. GREEN**  
 Consulting Actuary  
 211 W. Wacker Drive  
 Chicago  
 Franklin 2633

**HARRY S. TRESSEL**  
 Certified Public Accountant and  
 Actuary  
 10 S. La Salle St., Chicago 3, Ill.  
 Associates  
 M. Wolfman, F. A. I. A. Franklin 4020  
 N. R. Moscovitch, A. A. I. A.  
 W. H. Gillette, C. P. A.  
 W. P. Kelly

## INDIANA

**Haight, Davis & Haight, Inc.**  
 Consulting Actuaries  
 FRANK J. HAIGHT, President  
 Indianapolis — Omaha

## MISSOURI

**NELSON and WARREN**  
 Consulting Actuaries  
 915 Olive Street, Saint Louis  
 Central 3126

## NEW YORK

Established in 1865 by David Parkes Fackler  
**FAKLER & COMPANY**  
 Consulting Actuaries  
 8 West 40th Street New York

Consulting Actuaries  
 Auditors and Accountants

**Wolfe, Corcoran and Linder**  
 116 John Street, New York, N. Y.

## PENNSYLVANIA

**FRANK M. SPEAKMAN**  
 CONSULTING ACTUARY

Associate  
 E. P. Higgins

THE BOURSE PHILADELPHIA

# POLICIES

## Continental of Can. Adopts Higher Nonpar Rates

Continental Life of Toronto has increased its non-participating rates for endowments and pension endowments. The pension endowment, as heretofore, provides \$1,000 insurance with maturity values of \$1,845 at age 55, \$1,647 at age 60 and \$1,464 at age 65. Monthly life income, 10 years certain, is \$10 for males and \$9 for females.

Cash values remain the same. Little or no change has been made in the life rates. Following are the new annual premiums:

Age	Pens. 55	Pens. 60	Pens. 65	20 Yr. End.	End. Age 60	End. Age 65
15	28.96	22.33	17.88	44.01	16.32	14.88
16	30.08	23.12	18.41	44.07	16.80	15.26
17	31.28	23.94	18.98	44.11	17.28	15.66
18	32.56	24.80	19.58	44.15	17.78	16.08
19	33.92	25.71	20.21	44.19	18.32	16.52
20	35.36	26.67	20.87	44.24	18.90	16.98
21	36.90	27.69	21.56	44.26	19.50	17.46
22	38.54	28.77	22.29	44.26	20.13	17.96
23	40.28	29.91	23.06	44.28	20.83	18.48
24	42.15	31.12	23.87	44.40	21.59	19.02
25	44.15	32.42	24.73	44.32	22.40	19.58
26	46.32	33.80	25.65	44.34	23.24	20.20
27	48.69	35.28	26.63	44.38	24.16	20.88
28	51.30	36.88	27.69	44.44	25.15	21.61
29	54.17	38.61	28.83	44.50	26.21	22.45
30	57.31	40.48	30.05	44.58	27.37	23.32
31	60.73	42.49	31.35	44.69	28.67	24.23
32	64.43	44.65	32.74	44.81	30.08	25.23
33	68.42	46.97	34.22	44.96	31.58	26.28
34	72.71	49.46	35.80	45.13	33.19	27.42
35	77.31	52.15	37.48	45.31	34.93	28.65
36	82.47	55.08	39.29	45.49	36.88	29.99
37	88.23	58.29	41.26	45.68	38.97	31.43
38	94.79	61.82	43.43	45.88	41.23	32.98
39	102.25	65.72	45.81	46.12	43.72	34.64

Age	Pens. 55	Pens. 60	Pens. 65	20 Yr. End.	End. Age 60	End. Age 65
40	110.76	70.02	48.41	46.41	46.41	36.44
41	120.47	74.75	51.23	46.73	49.34	38.47
42	131.53	79.96	54.28	47.09	52.57	40.68
43	144.29	85.72	57.58	47.48	56.14	43.06
44	159.54	92.13	61.11	47.93	60.09	45.65
45	177.87	99.28	64.88	48.46	64.52	48.46
46	197.73	107.73	69.00	49.01	70.08	51.52
47	219.88	117.88	73.60	49.65	76.42	54.85
48	244.04	130.03	78.82	50.34	83.75	58.53
49	270.71	144.04	84.82	51.13	92.27	62.60
50	300.71	160.71	91.77	51.98	102.45	67.14
51	334.99	179.99	99.77	52.99	113.52	72.85
52	373.71	199.71	108.91	54.10	125.73	79.34
53	417.11	219.26	119.26	55.32	139.18	86.78
54	465.51	239.56	131.50	56.67	153.90	95.49
55	519.11	260.51	146.19	58.14	170.00	105.78
56	578.11	283.11	162.82	59.73	187.50	117.85
57	642.81	307.81	181.44	61.44	206.50	131.85

## Prudential is Luncheon Host on 72nd Anniversary

A buffet luncheon attended by more than 500 leaders in insurance, banking and industrial circles as well as numerous public officials was given by Prudential at the home office to mark its 72nd anniversary. Since the Columbus Day holiday was observed Monday the "birthday party" was one day late. As a result it became a dual event, also marking the birthday of President Carol M. Shanks, who with Chairman Franklin D'Olier, received the guests.

## Jones and Taylor Talk

At the first meeting of Life Insurance Managers Assn., of Los Angeles since the Boston convention, Wilfrid E. Jones, N.A.L.U. director of publications, praised the record of the Los Angeles

association and gave some highlights of the Boston meeting.

Bert W. Taylor spoke on "Office Planning," with charts showing how to utilize all the floor space in an office to the best advantage.

## New U. S. Bond Issue Goes Over Billion Mark

WASHINGTON — Subscriptions to the Treasury's new 2½% long term bond issue are believed to have exceeded \$1 billion, according to Treasury spokesmen. However, no breakdown of subscriptions to show those of insurance companies and other investors is expected to be available for some time.

As of October 9 (latest figure available), the total subscribed was reported as \$966,405,000. Secretary of the Treasury Snyder, asked recently whether a higher amount had been expected, said the department had been led to believe that subscriptions would be higher, but added that he was "perfectly satisfied." We issued that to satisfy a demand," he added, and agreed the total would probably go over \$1 billion.

## Buys Land Under Building

Prudential has purchased for about \$2,750,000 a strip of land on Broadway and West 37th street in New York City. A 25-story building is located on this site. Present rental is about \$155,000 yearly.

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

# Connecticut Mutual's New Rates Are Illustrated

Oct. 15, Connecticut Mutual adopted new rates and values on the C.S.O. 2½% basis. At younger ages the premiums are somewhat lower than previously

in effect. At older ages, premiums are higher; but the cash values and term of extended insurance have been increased.

Following are several pages of rates as they appear in the 1948 edition of The National Underwriter's Little Gem Chart.

## 104 Connecticut Mutual

PREMIUM RATES PER \$1,000 (Participating)																
Ordinary Life	Paid-Up at 65	20 Pay- ment Life	Endow- ment Age 75	Graded Premium		Age	20 Year Endow- ment	30 Year Endow- ment								
				Year 1st	Year 5th and After											
13.12	13.36	23.42	.....	.....	.....	5	49.63	31.53								
13.46	13.70	23.71	.....	.....	.....	10	49.69	31.53								
14.78	15.19	25.63	.....	.....	.....	11	49.73	31.53								
15.11	15.56	26.07	.....	.....	.....	12	49.77	31.53								
15.46	15.95	26.53	.....	.....	.....	13	49.82	31.53								
15.82	16.36	26.99	.....	.....	.....	14	49.87	31.53								
16.19	16.78	27.46	.....	.....	.....	15	49.92	31.53								
16.58	17.22	27.94	16.98	9.81	17.41	16	49.97	31.60								
16.98	17.68	28.43	17.41	9.95	17.85	17	50.03	31.60								
17.40	18.16	28.93	17.85	10.09	18.25	18	50.08	31.60								
17.83	18.66	29.44	18.32	10.24	18.77	19	50.17	31.90								
18.28	19.19	29.97	18.80	10.39	19.27	20	50.24	32.20								
18.75	19.74	30.51	19.30	10.57	19.78	21	50.33	32.20								
19.25	20.32	31.06	19.83	10.74	20.31	22	50.42	32.36								
19.76	20.93	31.62	20.38	10.93	20.87	23	50.52	32.53								
20.29	21.57	32.20	20.96	11.14	21.45	24	50.62	32.65								
20.85	22.25	32.80	21.57	11.37	22.00	25	50.74	32.83								
21.43	22.96	33.41	22.19	11.58	22.60	26	50.87	33.03								
22.03	23.70	34.04	22.84	11.83	23.25	27	51.01	33.25								
22.66	24.49	34.68	23.51	12.09	23.94	28	51.16	33.47								
23.32	25.32	35.35	24.26	12.37	24.77	29	51.32	33.72								
24.01	26.20	36.03	25.01	12.67	25.62	30	51.50	34.05								
24.73	27.13	36.72	25.81	12.98	26.51	31	51.70	34.40								
25.49	28.12	37.44	26.64	13.32	27.42	32	51.91	34.65								
26.29	29.17	38.19	27.52	13.69	28.01	33	52.15	35.01								
27.10	30.28	38.95	28.44	14.08	28.92	34	52.40	35.40								
27.97	31.47	39.74	29.40	14.50	29.87	35	52.68	35.82								
28.88	32.73	40.55	30.44	14.95	30.87	36	52.98	36.28								
29.83	34.08	41.40	31.52	15.43	31.92	37	53.31	36.78								
30.82	35.52	42.27	32.65	15.94	33.03	38	53.67	37.35								
31.87	37.07	43.17	33.86	16.50	34.19	39	54.06	37.97								
32.97	38.74	44.10	35.13	17.09	35.40	40	54.48	38.52								
34.13	40.54	45.08	36.47	17.73	36.69	41	54.95	39.27								
35.34	42.48	46.08	37.88	18.42	38.08	42	55.46	40.05								
36.62	44.58	47.14	39.41	19.15	39.45	43	56.01	40.83								
37.96	46.88	48.23	41.02	19.95	40.85	44	56.61	41.67								
39.38	49.38	49.38	42.73	20.80	42.62	45	57.27	42.75								
40.87	52.12	50.57	44.58	21.71	44.19	46	57.99	43.95								
42.44	55.15	51.83	46.49	22.72	45.94	47	58.77	45.27								
44.10	58.49	53.15	48.56	23.78	47.79	48	59.63	46.71								
45.84	62.23	54.53	50.79	24.94	49.78	49	60.56	48.27								
47.60	66.42	55.99	53.17	26.18	51.82	50	61.58	49.97								
49.64	71.16	57.53	55.73	27.52	54.01	51	62.69	51.82								
51.70	76.57	59.18	58.42	28.95	56.37	52	63.92	53.83								
53.88	82.70	60.89	61.48	30.53	58.73	53	65.22	56.07								
56.19	90.11	62.72	64.72	32.21	61.27	54	66.67	58.57								
58.63	98.70	64.67	68.24	34.03	63.95	55	68.26	61.34								
61.26	.....	.....	72.12	35.99	66.78	56	70.01	64.37								
64.07	.....	.....	76.30	38.12	70.14	57	71.94	67.60								
66.87	.....	.....	80.95	40.41	73.43	58	74.07	71.15								
69.95	.....	.....	86.09	.....	.....	59	76.40	75.00								
73.32	.....	.....	91.85	.....	.....	60	78.95	79.15								
76.99	.....	.....	98.30	.....	.....	61	81.75	83.60								
80.99	.....	.....	.....	.....	.....	62	84.85	88.35								
85.36	.....	.....	.....	.....	.....	63	88.25	93.45								
90.09	.....	.....	.....	.....	.....	64	91.95	98.90								
95.19	.....	.....	.....	.....	.....	65	95.95	104.70								
100.66	.....	.....	.....	.....	.....	66	100.25	110.85								
106.50	.....	.....	.....	.....	.....	67	104.85	117.35								
112.71	.....	.....	.....	.....	.....	68	109.75	124.20								
119.29	.....	.....	.....	.....	.....	69	114.95	131.40								
126.24	.....	.....	.....	.....	.....	70	120.45	139.00								
133.57	.....	.....	.....	.....	.....	71	126.25	147.00								
141.28	.....	.....	.....	.....	.....	72	132.35	155.40								
149.37	.....	.....	.....	.....	.....	73	138.75	164.20								
157.84	.....	.....	.....	.....	.....	74	145.45	173.40								
166.69	.....	.....	.....	.....	.....	75	152.45	183.00								
175.92	.....	.....	.....	.....	.....	76	159.75	193.00								
185.53	.....	.....	.....	.....	.....	77	167.35	203.40								
195.53	.....	.....	.....	.....	.....	78	175.25	214.20								
205.92	.....	.....	.....	.....	.....	79	183.45	225.40								
216.71	.....	.....	.....	.....	.....	80	191.95	237.00								
227.90	.....	.....	.....	.....	.....	81	200.75	249.00								
239.49	.....	.....	.....	.....	.....	82	209.85	261.40								
251.48	.....	.....	.....	.....	.....	83	219.25	274.20								
263.87	.....	.....	.....	.....	.....	84	228.95	287.40								
276.66	.....	.....	.....	.....	.....	85	238.95	301.00								
289.85	.....	.....	.....	.....	.....	86	249.25	315.00								
303.44	.....	.....	.....	.....	.....	87	259.85	329.40								
317.43	.....	.....	.....	.....	.....	88	270.75	344.20								
331.82	.....	.....	.....	.....	.....	89	281.95	359.40								
346.61	.....	.....	.....	.....	.....	90	293.45	375.00								
361.80	.....	.....	.....	.....	.....	91	305.25	391.00								
377.39	.....	.....	.....	.....	.....	92	317.35	407.40								
393.38	.....	.....	.....	.....	.....	93	329.75	424.20								
409.77	.....	.....	.....	.....	.....	94	342.45	441.40								
426.56	.....	.....	.....	.....	.....	95	355.45	459.00								
443.75	.....	.....	.....	.....	.....	96	368.75	477.00								
461.34	.....	.....	.....	.....	.....	97	382.35	495.40								
479.33	.....	.....	.....	.....	.....	98	396.25	514.20								
497.72	.....	.....	.....	.....	.....	99	410.45	533.40								
516.51	.....	.....	.....	.....	.....	100	424.95	553.00								

(A SERIES OF ADVERTISEMENTS ILLUSTRATING HOW LIFE INSURANCE AGENTS SERVE THEIR COMMUNITY BY SELLING LIFE INSURANCE)



## The File on the Man who Deals in Futures

YESTERDAY MORNING, Jack Watson helped make sure that a certain young gentleman aged 3 years would graduate from Dartmouth in the class of 1966.

In the afternoon, he arranged for a mortgage to be paid in full in 1962. And this morning, he wrote a contract which may not be fulfilled until some day in the Twenty-First Century.

Yes, the future is Jack Watson's business—stable, secure, worry-free futures for scores of his fellow citizens. For Jack Watson is a hard working repre-

sentative of The Equitable Life Assurance Society.

As such, he thinks of selling life insurance as something more than just a livelihood. It's a good way of life that benefits a man's own community and the entire country as well. That's why Jack Watson's day's work is a source of daily satisfaction to him. He's proud of the respect that is his as a member of a highly regarded profession...and of the prestige that comes to him as a representative of an institution like The Equitable Life Assurance Society.

Hear the official broadcast of the  
Federal Bureau of Investigation.  
TUNE IN ON "THIS IS YOUR FBI!"  
American Broadcasting Company  
EVERY FRIDAY NIGHT



**THE EQUITABLE**  
LIFE ASSURANCE  
**SOCIETY**  
OF THE UNITED STATES

THOMAS I. PARKINSON, President • 393 Seventh Avenue, New York 1, N. Y.



## Your kind of people

**W**HEN your wife says: "Let's have the Smiths for dinner," your immediate reaction is . . . sure . . . *I like them . . .*

The Smiths, somehow, are your kind of people. You like the way Ned plays golf, or the way he treats his children, or his ideas, or the active part he takes in worthwhile community activities — or a hundred other significant things that make him stand apart.

All your life you've felt this way about people and places and possessions as well as companies you do business with. The desire to stand with,

and belong to, that which you believe in is as old and as natural as the human heart.

Many policyholders tell us that's the way they feel about Northwestern Mutual. If you'll inquire — and it will be well worth your while to do so — we think you'll discover why Northwestern Mutual policyholders are loyal and enthusiastic to a remarkable, *and significant*, degree — both about their company and the agent who serves them.

So when a Northwestern Mutual agent calls on you — see him. He's a career life insurance man — whose objective is wrapped up in your life plans,

rather than just in the policies he delivers. Remember, Northwestern Mutual life insurance is available only through Northwestern Mutual agents.

THE **Northwestern  
Mutual**

LIFE INSURANCE COMPANY

*Milwaukee, Wisconsin*

★ 90TH ANNIVERSARY YEAR ★

*No company excels Northwestern Mutual in that happiest of all business relationships — old customers coming back for more!*

(This advertisement appeared in The Saturday Evening Post)